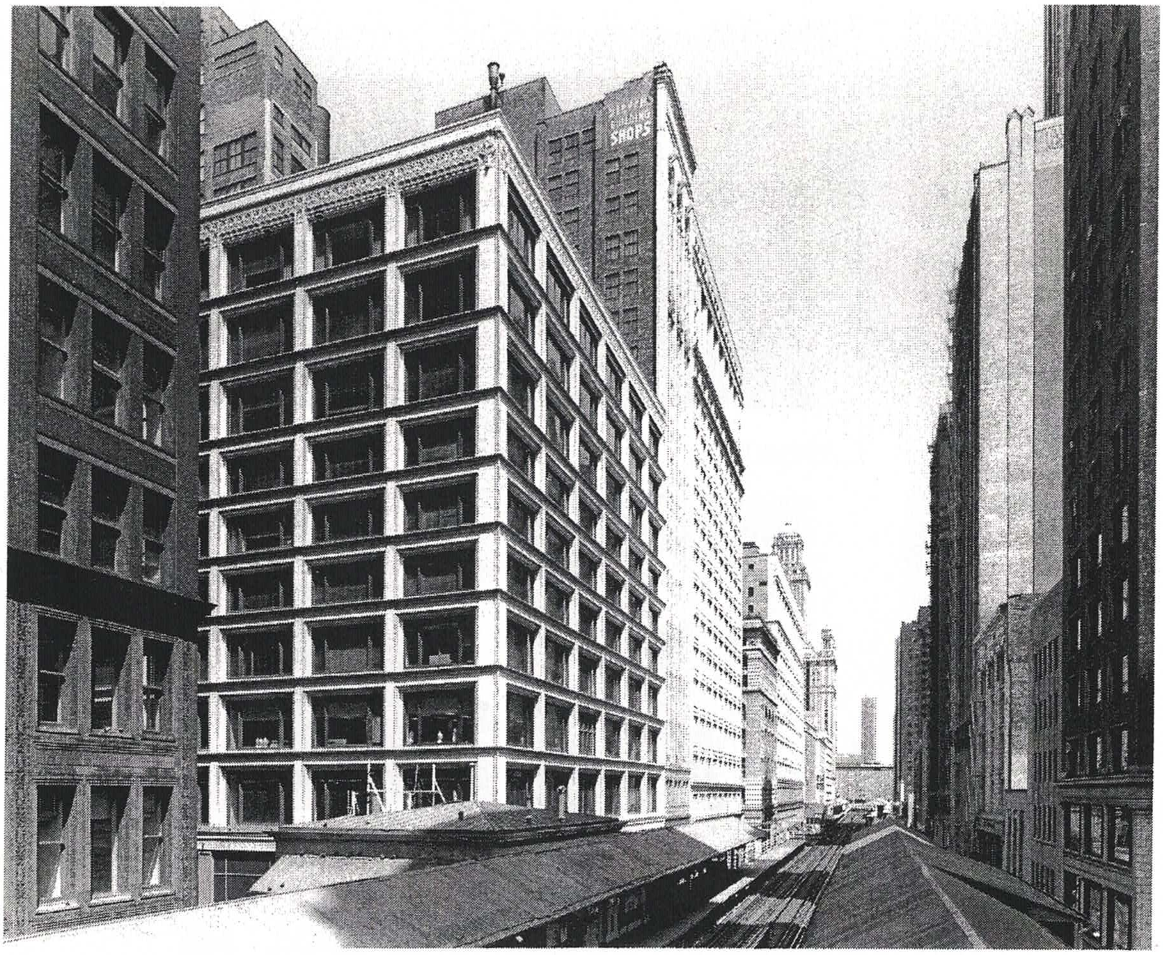
LANDMARK DESIGNATION REPORT



Jewelers Row District

Wabash Avenue, predominantly between Washington Street and Monroe Street

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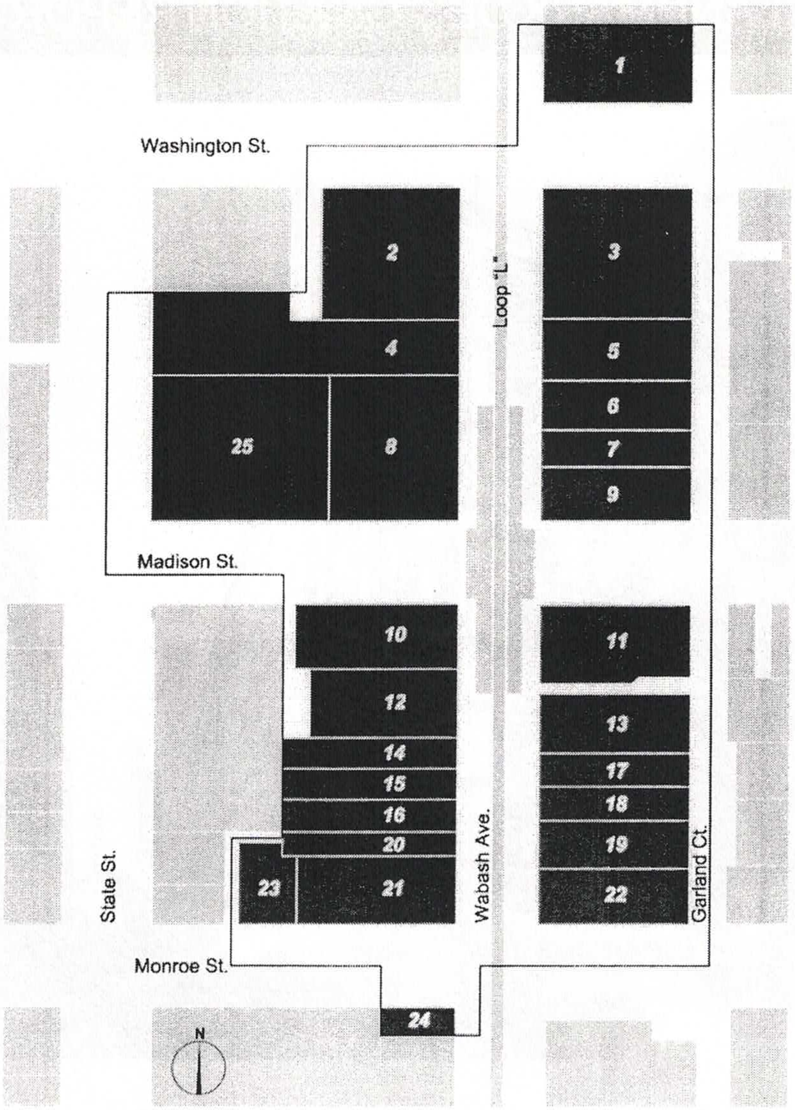
Preliminary Landmark recommendation approved by the Commission on Chicago Landmarks, July 11, 2002

CITY OF CHICAGO
Richard M. Daley, Mayor

Department of Planning and Development
Alicia Mazur Berg, Commissioner



Cover: The Jewelers Row District, looking north from Madison Street.

Above: The Jewelers Row District is located predominantly along Wabash Avenue in Chicago's Loop. The numbers on the district map are keyed to the Building Catalog, pp. 25-32.

The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor, was established in 1968 by city ordinance. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks, which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the Commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance adopted by the City Council should be regarded as final.

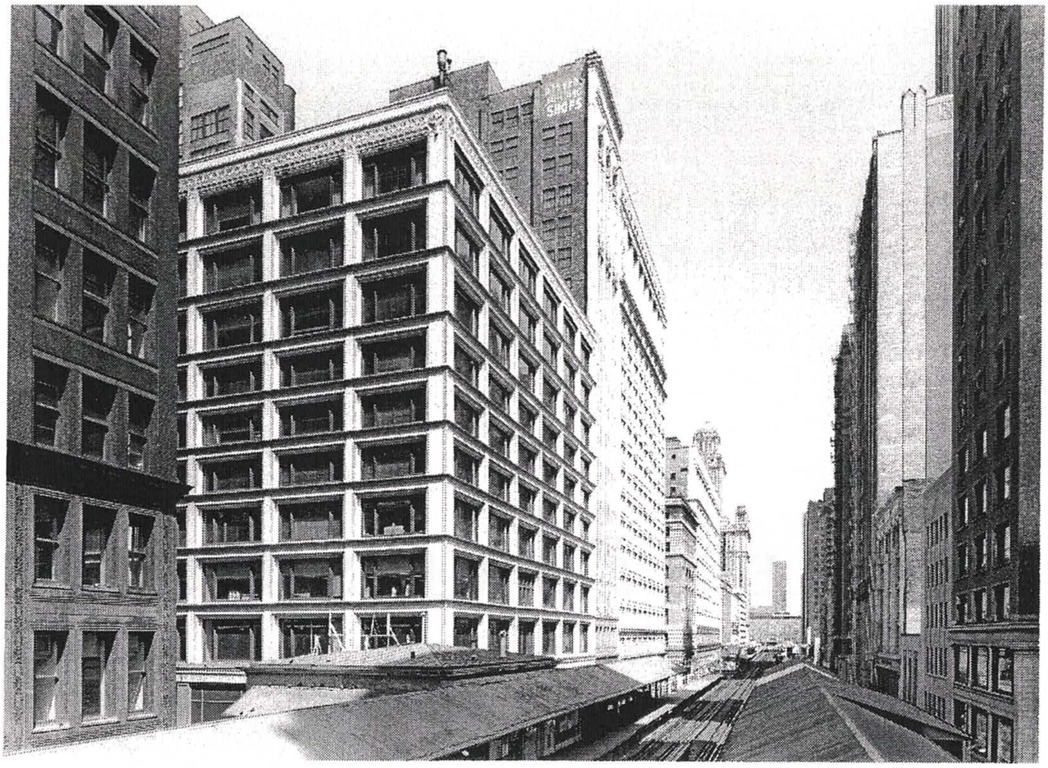
JEWELERS ROW DISTRICT

WABASH AVENUE, PREDOMINANTLY BETWEEN WASHINGTON STREET AND MONROE STREET

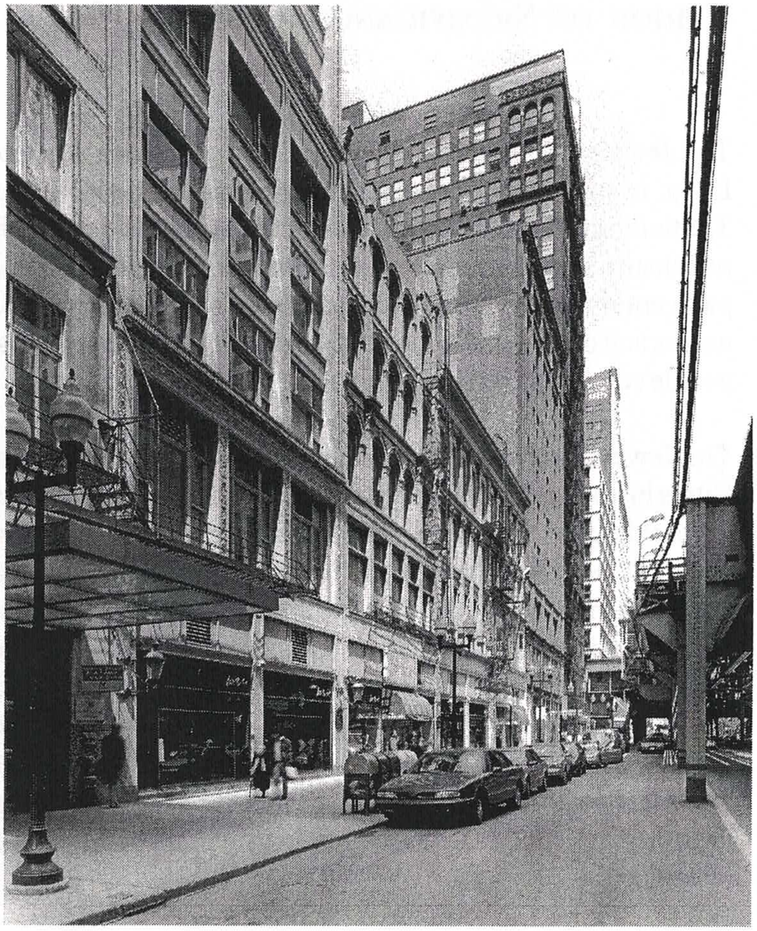
PERIOD OF SIGNIFICANCE: 1872 - 1941

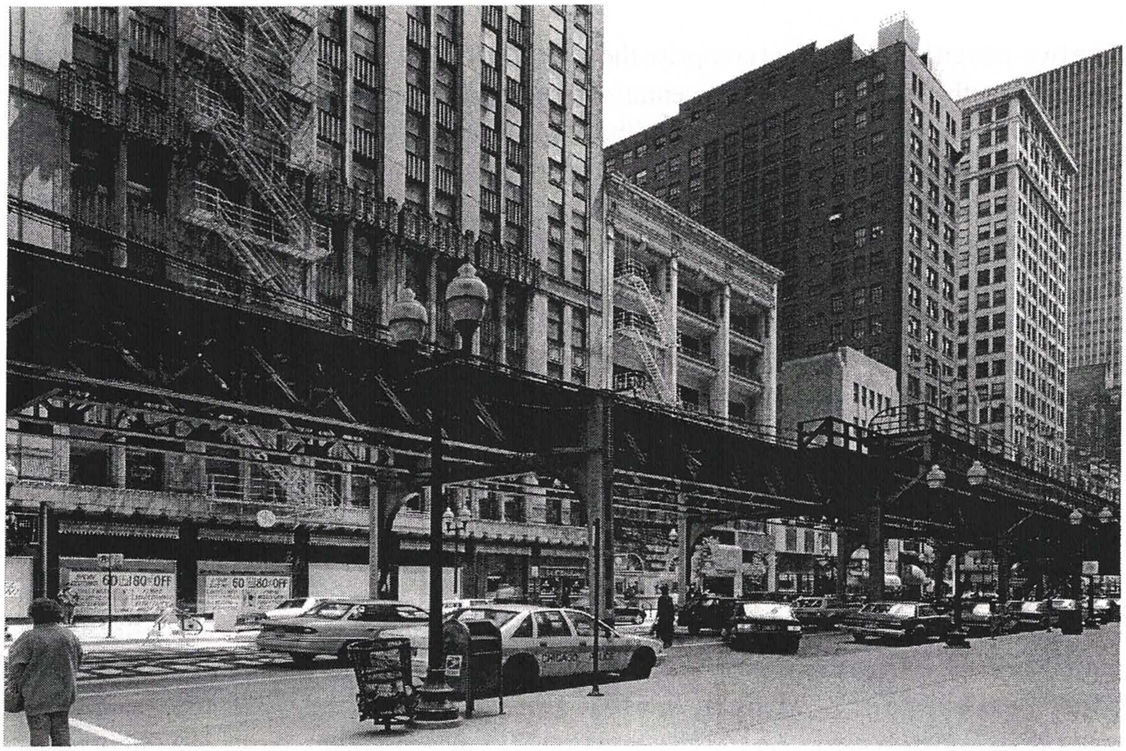
The Jewelers Row District, located along Wabash Avenue in the heart of Chicago's Loop, is significant for its historic associations with Chicago's downtown retail history. The buildings that make up this district (map, page 24) have historically housed innumerable merchants, small manufacturers, craftsmen, medical professionals, and entrepreneurs during the past century and continue to function much in the same way today as the home for small businesses and offices providing a wide variety of goods and personal services to thousands of people coming downtown every day.

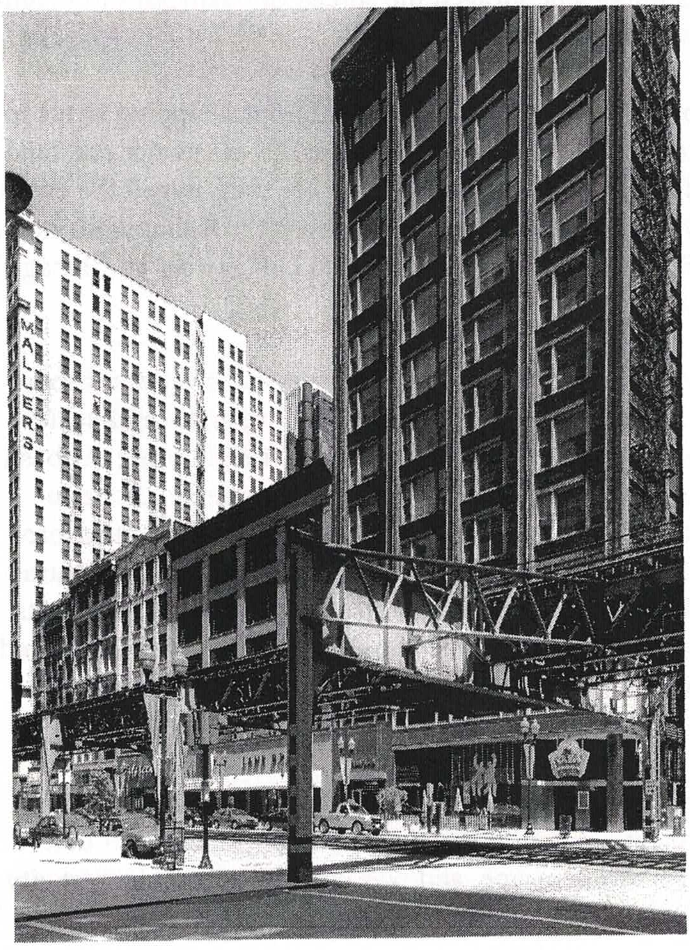
The Jewelers Row District is especially important in Chicago's economic history as the City's historic regional center of jewelry manufacturing and sales. For over one hundred years, the buildings on this roughly two-block stretch of Wabash Avenue centered on the intersection with Madison Street have housed dozens of small businesses and proprietors creating, selling, and repairing jewelry, watches and silverware-- a district of largely related, interdependent businesses in terms of providing goods, materials, and services to each other as well as their contribution to the area's larger commercial reputation. While historically the district was never exclusively the sole province of jewelry-related businesses, the district's identification as Jewelers Row continues to the present day in both name and function. The district has been an important part of downtown Chicago's importance as an historic center of small-scale manufacturing and sales and exemplifies the importance of such small-scale commerce in the history of the City.



The Jewelers Row District is a roughly two-block stretch of Wabash Avenue centered on the Wabash/Madison intersection. Above: A view of the district looking north from the Wabash-Madison "L" station. Right: The west side of Wabash between Monroe Street and Madison.







The Jewelers Row District has been an important regional center for commerce, both retail and wholesale, for the last century and it is especially noteworthy for its historic association with the jewelry trade. Above: The east side of Wabash, looking southeast from Washington Street. Left: The east side of Wabash, looking northeast from Monroe.

The two-dozen buildings that comprise the Jewelers Row District are a distinguished group of late nineteenth- and early twentieth-century commercial buildings. These buildings run the gamut from 1870s-era loft buildings—some of the oldest found in Chicago's Loop—to early twentieth-century skyscrapers and Depression-era specialty store buildings which exemplify the quality of Chicago's commercial architecture during the period. These buildings are the handiwork of such important Chicago architects as John Mills Van Osdel, Hill & Woltersdorf, Wheelock & Thomas, Adler & Sullivan, D. H. Burnham & Co., Holabird & Roche and its successor firm Holabird & Root, Alfred Alschuler, Christian Eckstorm, Jenney, Mundie & Jensen, and Graham, Anderson, Probst & White.

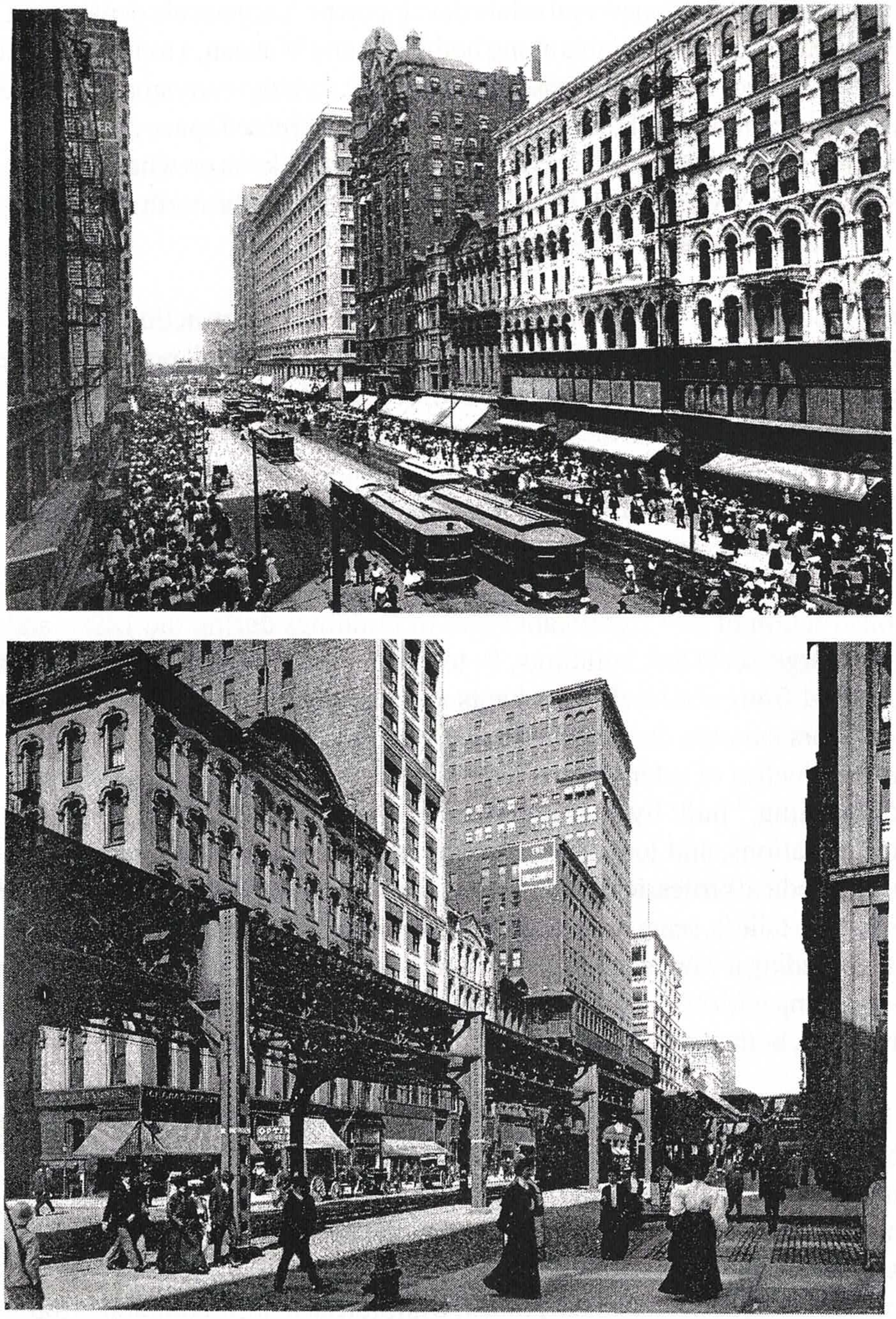
THE DEVELOPMENT OF CHICAGO'S "LOOP" SHOPPING DISTRICT AND "JEWELERS ROW"

From its earliest days as a frontier settlement, Chicago has had a center of trade, a geographic location where goods and services were bought and sold. Chicago's first "Main Street" was Lake Street, where by the 1850s the city's major retail and commercial enterprises were located. As the city grew rapidly in population, however, Lake's physical limits—it was only eight blocks long—encouraged the spread of businesses to neighboring streets, especially State Street and Wabash Avenue.

State Street especially began to replace Lake as Chicago's prestigious shopping street in the 1860s due to the efforts of Potter Palmer, a prominent Chicago hotel owner and land developer. Palmer owned much of the land along State Street. He encouraged the city to widen the street while he built new, spacious commercial buildings for fashionable stores. By 1871, the year of the Chicago Fire, State had largely usurped Lake Street as Chicago's top retail street.

The Fire devastated downtown Chicago, including its many stores, but businesses soon rebuilt. They occupied buildings similar to those built before the fire, and small-scale three- to five-story commercial buildings soon lined both State and neighboring Wabash Avenue as these two streets became the twin focus of downtown commerce. State remained the favored street for fashionable retailers and large dry-goods stores—the forerunners to department stores—while Wabash increasingly attracted stores, such as furniture and music stores, that required both large amounts of display space and lower rents than those found on State. Wabash also began to attract small specialized merchants and manufacturers that depended less on foot traffic and more on reputation and word-of-mouth to ply their trade and were well-suited to upper-floor loft and office spaces.

Starting in the 1890s, both streets began to change rapidly along with the rest of downtown Chicago. The city was growing at a rapid pace, attracting immigrants from both American farms and small towns as well as Europe, and was now the second largest city in the United States. Its main retail center remained centered on State and Wabash, and



State Street and Wabash Avenue have been the two leading streets in Chicago's "Loop" retail district since the 1870s, when they were rebuilt after the Chicago Fire of 1871. Top: A view of State Street circa 1905. State Street contained department stores and high-volume specialty stores that could afford the street's high storefront rentals. Bottom: A view of the Jewelers Row District, circa 1910, looking north from Monroe. Wabash Avenue developed predominantly as a street of loft and office buildings offering lower rents and containing a variety of stores, some requiring large spaces, such as furniture and music stores, as well as upper-story small retail and wholesale merchants, small-scale manufacturers, medical professionals, and providers of personal services such as beauticians, barbers, tailors, and masseurs.

both streets changed dramatically with new real estate development. Large-scale department store buildings began to replace smaller stores along both State and Wabash, a trend that would continue through the 1910s. Ground rents increased dramatically, forcing many smaller retailers off State Street. Many moved to Wabash, where similar businesses rented space near each other. Music and furniture companies settled between Adams and Jackson on what became known as "Music Row," while jewelers and related businesses settled to the north around the Wabash/Madison intersection in today's "Jewelers Row."

Along Wabash, development was both spurred and slowed by the construction of the Union Loop Elevated. Beginning operation in 1897, the Union Loop "L" provided faster, more convenient public transportation to downtown Chicago. One leg of the "L" ran above Wabash, and some citizens and businessmen complained that the overhead steel structure darkened the street and created excessive noise. Others realized the commercial potential of the thousands of commuters passing through stations on Wabash, and combined with the close proximity of the State Street department stores, real estate development boomed.

Wabash saw the construction of two significant types of buildings during the 1890s and early 1900s. One was large-scale loft buildings, 8- to 16-stories in height, constructed to handle increased demand from wholesale merchants and manufacturers. They had large unsubdivided upper floors suitable for many kinds of tenants needing large space and unconcerned about the niceties of interior finishes. The other building type was the "professional office building," built by speculative developers with small floor plates, a variety of office configurations, and lots of windows to attract a wide variety of rental tenants. These included medical professionals of all types, small-scale manufacturers, providers of personal services such as tailors, seamstresses, beauticians, and masseurs, and retail and wholesale merchants, including jewelers and related businesses. These office buildings offered good, central locations along with reasonable rents. They were close to department stores and other Loop office buildings, both of which provided ready clientele for their tenants.

Between 1905 and 1915, Wabash between Washington and Monroe was transformed with the construction of seven office buildings intended to house small businesses, professionals of various kinds, and individuals providing specialized services. In these buildings, businessmen serving similar clients found it useful from both a business and marketing standpoint to cluster together. Buildings became known for certain kinds of tenants. Doctors and dentists for example were predominant in the Marshall Field Annex, while jewelers were common in the Heyworth, Kesner, and Mallers buildings, buildings that historically and still today form the core of "Jewelers Row."

There were several advantages in such clustering beyond marketing. Similar tenants had similar space and infrastructure needs: marketing to and having a large number of one kind of business in a building simplified a building owner's responsibilities and reduced costs. For tenants, entrepreneurs offering related goods and services also often bought materials and related products from each other. A manufacturer of watches might buy watch cases from a company in the same building or from a nearby building. A diamond merchant sold to nearby jewelry manufacturers and retail shops. Wholesalers of jewelry manufacturing equipment sold to jewelers. Likewise, potential customers could visit one building to view a variety of merchandise, and shop and compare.

Jewelers Row

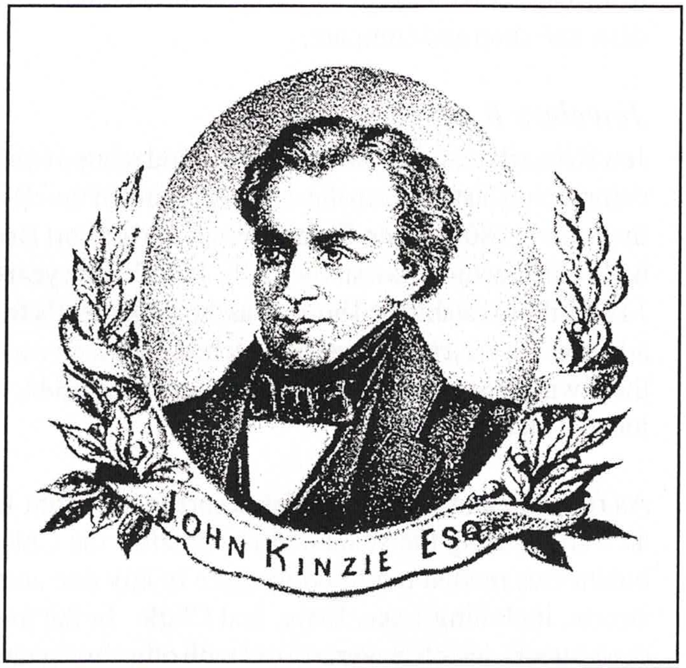
Jewelers, silversmiths, watchmakers, and related businesses have been a part of Chicago's commercial history from the very beginning of the city's history. John Kinzie, who ran a saloon in the early 1800s when Chicago consisted of Fort Dearborn and a handful of hearty pioneers, had a side business as a silversmith. In 1833, the year Chicago was established as a village, J.H. Mulford established himself as the settlement's first jeweler; the following year, he advertised a variety of jewelry, watches, and sliverware, including decorative silver spoons, in the town's first newspaper, the *Democrat*. By 1844, there were four jewelers in Chicago, all located on Lake Street.

As retailers and other businesses spread out from Lake Street in the 1860s, jewelers did as well. During the years before and after the Chicago Fire, jewelers and related businesses tended not to congregate in any one area, but could be found on several streets, including Lake, State, and Clark. In the many loft and retail buildings that lined these streets, jewelers were mixed with other businesses. Within the district, the Haskell-Barker-Atwater Buildings, built in 1875 and 1877, and the Jewelers Building, constructed in 1882, exemplify the low-scale commercial buildings that once existed in great numbers downtown. (Originally known as the Ryerson Building, the Jewelers Building was renamed sometime around 1900 as the immediate area became more associated with the jewelry trade.)

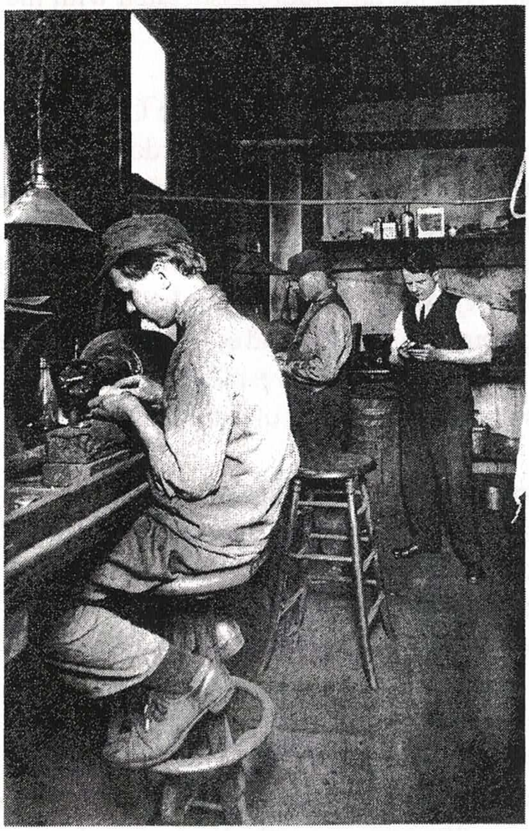
It was during the almost three decades between 1890 and the entrance of the United States into World War I in 1917 that the jewelry industry began to consolidate in downtown Chicago, and its association with the creation of a jewelers row took hold. It was during these years that skilled craftsmen and manufacturers such as silversmiths, watchmakers, and related businesses began to cluster in buildings along both sides of Wabash Avenue, north and south of Madison Street--but particularly businesses focusing on jewelry manufacturing, both retail and wholesale trade--with related businesses providing them with supplies and equipment. Together they formed a solid group of buildings centered on Wabash largely between Washington and Adams that had jewelers and related businesses as a prime component of their tenant base.

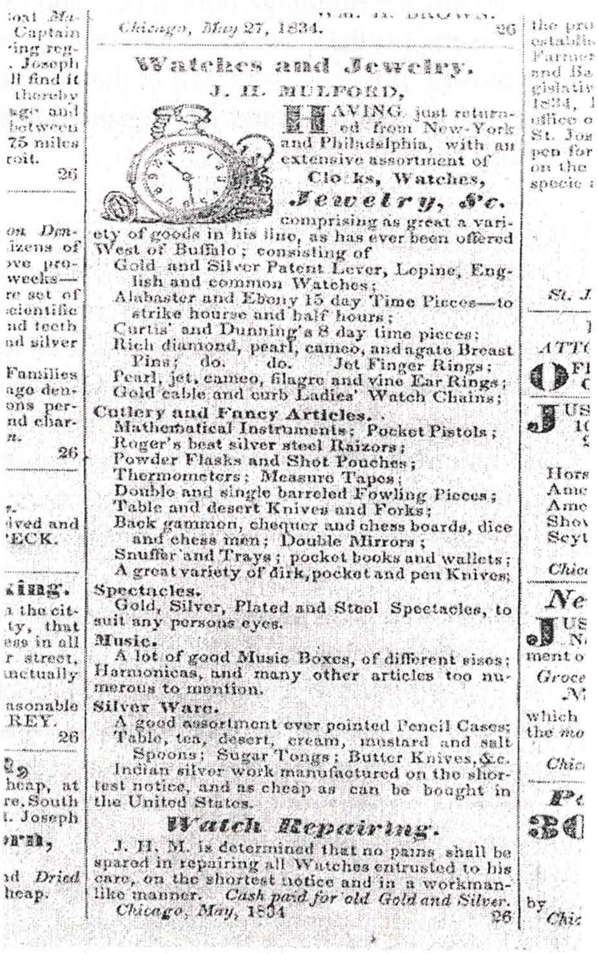
This concentration of jewelers was the result of increasing Chicago land values and the continuing development of both State and Wabash with ever larger-scale buildings. Large, well-established retail jewelers such as C.D. Peacock (one of the city's first and oldest jewelers) could continue to pay State Street rents, but most jewelers, especially small family-run shops, custom manufacturers, and specialty businesses, could not. For these businessmen, the increased availability of space in new loft and office buildings on Wabash became especially attractive. The first of these buildings built specifically for the silverware business was the Silversmith Building at 10 S. Wabash, built in 1896, with both silver manufacturers and silver company representatives, including Gorham and Oneida Community silver. Buildings such as the Heyworth, Mallers, and Kesner, located on three out of four corners at the Wabash and

Chicago had jewelers and silversmiths from its earliest days as a frontier settlement. Right: John Kinzie, a pioneer settler and saloon owner, also worked as a silversmith. Below right: J. H. Mulford, considered the settlement's first jeweler, advertised his wares in the Chicago *Democrat* in 1834.


JOHN KINZIE ESQ.

By the early 1900s, Chicago had a thriving community of jewelers, silversmiths, watch makers and related businesses. Many of these businesses were concentrated in buildings along Wabash near Madison. Below left: Craftsmen making watch cases for the Becker-Heckman Company, located for almost 70 years in the Heyworth Building, 27 E. Madison St. (date unknown).





Chicago, May 27, 1834. 26

Watches and Jewelry.

J. H. MULFORD,

HAVING just returned from New-York and Philadelphia, with an extensive assortment of

Clocks, Watches,

Jewelry, &c.

comprising as great a variety of goods in his line, as has ever been offered West of Buffalo; consisting of

Gold and Silver Patent Lever, Lepine, English and common Watches;
Alabaster and Ebony 15 day Time Pieces—to strike hourse and half hours;
Curtis' and Dunning's 8 day time pieces;
Rich diamond, pearl, cameo, and agate Breast Pins; do. do. Jet Finger Rings;
Pearl, jet, cameo, filagre and vine Ear Rings;
Gold cable and curb Ladies' Watch Chains;

Cutlery and Fancy Articles.

Mathematical Instruments; Pocket Pistols;
Roger's best silver steel Raizors;
Powder Flasks and Shot Pouches;
Thermometers; Measure Tapes;
Double and single barreled Fowling Pieces;
Table and desert Knives and Forks;
Back gammon, chequer and chess boards, dice and chess men; Double Mirrors;
Snuffer and Trays; pocket books and wallets;
A great variety of dirk, pocket and pen Knives;

Spectacles.

Gold, Silver, Plated and Steel Spectacles, to suit any persons eyes.

Music.

A lot of good Music Boxes, of different sises; Harmonicas, and many other articles too numerous to mention.

Silver Ware.

A good assortment ever pointed Pencil Cases;
Table, tea, desert, cream, mustard and salt Spoons; Sugar Tongs; Butter Knives, &c.

Indian silver work manufactured on the shortest notice, and as cheap as can be bought in the United States.

Watch Repairing.

J. H. M. is determined that no pains shall be spared in repairing all Watches entrusted to his care, on the shortest notice and in a workmanlike manner. *Cash paid for old Gold and Silver.*

Chicago, May, 1834 26

Madison intersection, became known for their concentrations of jewelers and especially those who did custom work and repair, and were in fact marketed to the jewelry industry from the very beginning.

The Heyworth, built in 1905 on the southwest corner of Wabash and Madison, had literally dozens of jewelry manufacturers, wholesalers, and retailers, plus watch makers and repairers and silversmiths. Built in 1910 and 1911 respectively, the Kesner and Mallers buildings, located on the northeast and southeast corners of Wabash and Madison, had a large number of jewelers and related companies as well as other types of tenants such as doctors.

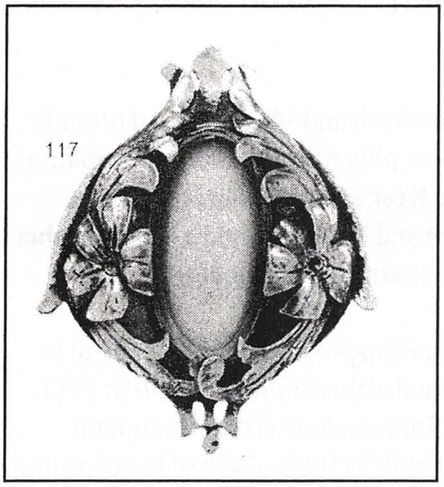
To the north and south of Madison along Wabash, other buildings also had jewelers, but in lesser numbers, including the Goodard, Stevens, and Garland office buildings, built in 1911, 1912, and 1915 respectively. A few of the larger loft buildings, including the Champlain Building, built in 1901, and the Thomas Church Building, built in 1903, also had jewelers and watchmakers amidst an eclectic mix of tenants.

Two buildings built in the 1910s and 1920s by the Marshall Field Estate also supported the jewelry trade. The Marshall Field Men's Store and Annex was built to house a six-story men's store with rental offices above. Most were occupied by doctors, but some jewelers and related businesses occupied space in the building. Across Wabash is the Pittsfield Building, which the Field Estate built also to house doctors and dentists. However, jewelers were intended as a strong retail component from the beginning, with special features such as heightened security and plumbing stacks for natural gas intended to draw jewelers. The Jewelers Club, a private club located in the building's lower concourse, was an additional amenity for jewelers. Upon its construction in 1927 the Pittsfield was one of Chicago's premiere buildings for jewelers, a cachet it retains today.

While the buildings and the district as a whole have not been historically exclusively devoted to the jewelry industry, the area has become known as "Jewelers Row" due to the prominence of its jewelers and related businesses over the last hundred years. Written documentation for the name "Jewelers Row" is sketchy; certainly by the 1970s the area around Wabash and Madison had acquired the name in newspaper articles, and in 1985 the Chicago City Council officially named this portion of Wabash Avenue "Jewelers Row." However, it appears that the name was used commonly and casually by Chicagoans for many years before.

DESCRIPTION OF BUILDINGS AND STRUCTURES

The Jewelers Row District is significant as an important grouping of commercial buildings, built in a variety of architectural styles of importance to the history of Chicago. The earliest buildings in the district, dating from the post-Fire years of rebuilding between the early 1870s and the 1940s, are small-scale commercial and loft manufacturing buildings. Usually one or two lots wide and three- to five-stories in height, these buildings usually were built with wood and cast-iron structures and faced with brick or stone. They were built in a variety of historic styles,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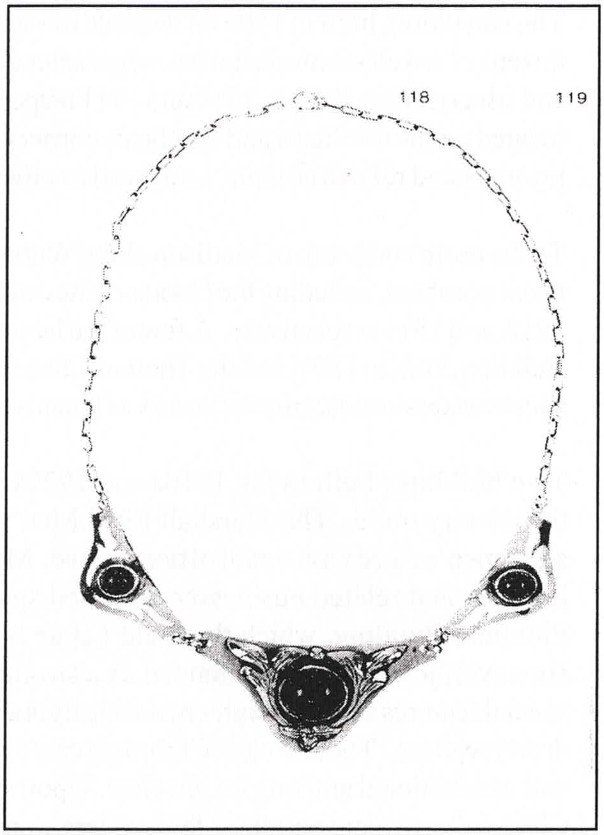
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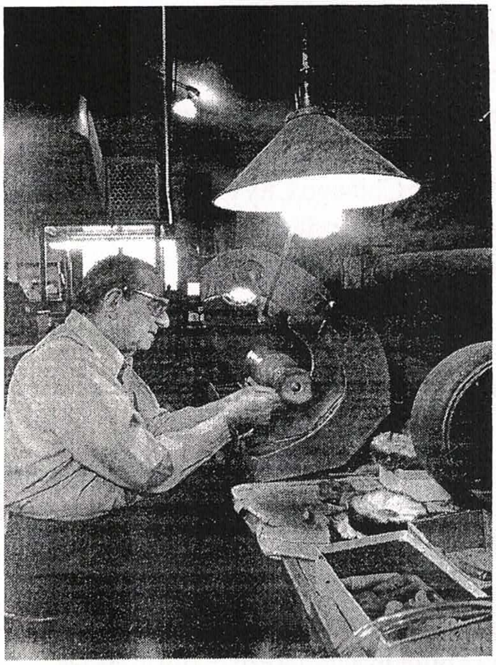
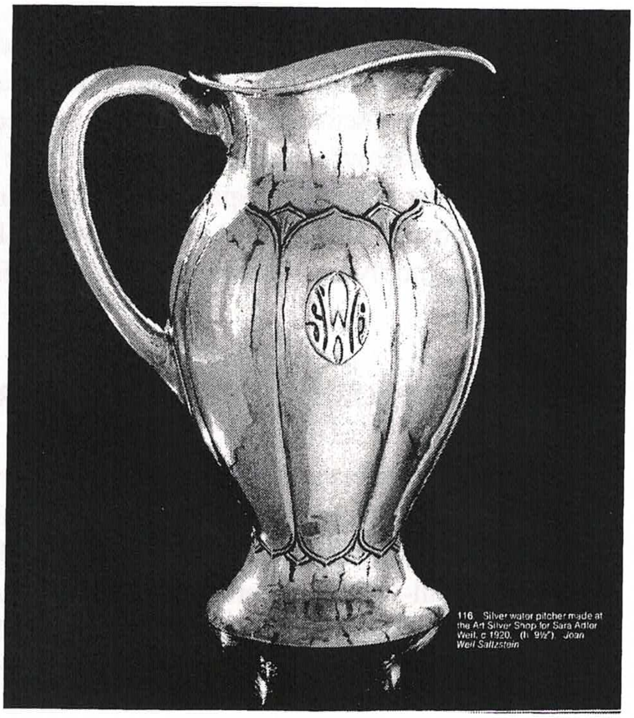
The Jewelers Row District has housed many shops producing and selling fine jewelry and silverware. One of these was the Art Metal Studios, located in the Stevens Building, 16 N. Wabash Ave., specializing in custom-designed silver and other metal work. Above and right: Two examples of jewelry produced by the Studios, dates unknown. Below right: A silver pitcher produced by the Studios, circa 1920. Below left: One of the Studios' craftsmen at work, circa 1975.





116. Silver water pitcher made at the Art Silver Shop for Sara Adler Weil, c 1920. (h. 9½"). *Joan Weil Saltzstein*

including Italianate and Queen Anne.

The district has several buildings of this type. The three buildings that make up the Haskell-Barker-Atwater group (designated a Chicago Landmark in 1996) are clad with stone and detailed with classical ornament, including incised pilasters and round-arched windows. The Jewelers Building, located at 15-19 S. Wabash, was designed in 1881 by prominent Chicago architects Adler and Sullivan. Designated a Chicago Landmark in 1981, the Jewelers Building is an exceptional example of a small-scale commercial loft building with Sullivan's noteworthy geometric ornament.

Other small-scale 1870s commercial buildings within the district exhibit later changes in architectural taste. The building at 25-27 S. Wabash, originally built circa 1872, was refronted with Classical-style white terra cotta in 1926 when occupied by a furniture store. The Shops Building, originally constructed in 1875, was refronted in 1911-12 with a terra-cotta facade with Classical-style ornament and a distinctive set of recessed "porches" or bays.

Several loft buildings—buildings with unsubdivided upper floors—were built during the 1890s and early 1900s. These buildings were constructed with steel-frame structures with a variety of exterior claddings. The Silversmith Building, designed by D. H. Burnham & Co. and constructed in 1896, has a distinctive red-brick and green terra-cotta facade in the Romanesque Revival style. The Champlain Building, built by Holabird and Roche in 1901, has a brown-brick exterior with wide tri-partite windows in the Chicago School style. The Thomas Church Building, built by Hill and Woltersdorf in 1903, is exceptionally tall for its width—15 stories tall and 3 bays wide—and clad with white terra cotta and with Chicago School-style windows.

Most buildings of this height, however, were office buildings, with upper floors subdivided into offices suitable for a wide variety of tenants. Along Wabash, between Washington and Monroe, six of these "professional office" buildings were built between 1905 and 1915 to provide space for the myriad small shop owners, specialty manufacturers, small wholesalers, medical professionals, and specialty service providers that wanted to be near the retail magnet of State Street and the downtown department stores. The earliest of these was the Heyworth Building, built in 1905 and designed by D. H. Burnham and Co. Clad in distinctive brownish red-colored terra cotta and brick, the building was designed in a Classical Revival style with Sullivanesque-influenced ornament. Other high-rise office buildings were built with either brown or red brick (Garland, Kesner, Goodard) or terra cotta (Mallers, Stevens). All were constructed with steel frames and "modern" amenities for the time.

Department stores were the "keystone" retailers in Chicago's Loop, drawing thousands of shoppers to downtown that also patronized the many other shops and professionals, including jewelers. Four buildings in the district—the Mandel Brothers Department Store and Annex, the Carson Pirie Scott & Co.Mens's Store, and the Marshall Field & Co. Annex—were buildings associated with flagship State Street department stores. The earliest of these, Mandel Brothers, was built in two stages in 1900 and 1905 and designed by Holabird and Roche. It is an outstanding example of Chicago School design with fine window proportions. The Carson Men's Store building was constructed in 1926 and designed by Burnham Brothers as a late example of Chicago School design.

The Marshall Field Estate, which managed real estate investments on behalf of the department store magnate's heirs, recognized the draw of the downtown department stores and built two nearby office buildings to house small shops and professionals. The Marshall Field & Co. Annex, built in 1911 and designed by D. H. Burnham & Co., was designed in a Classical Revival style. Besides the bottom six stories devoted to the Marshall Field men's store, it housed 16 floors of small shops, doctors and dentists, and service people. Jewelers were a small part of the Annex tenant mix, but were a major portion of the tenants in the Pittsfield Building across Wabash from the Annex, also developed by the Field Estate. Elaborately ornamented in a Classical Revival-Art Deco stylistic mix, the Pittsfield was an important location for jewelers upon its opening in 1928.

Three additional buildings were built in the 1930s and early 1940s. A section of Carson Pirie Scott & Co., located west of the Men's Store on Monroe, originally was a parking garage. Built in 1939, it was converted to department store space in 1948. Buildings at 11-15 and 7-9 N. Wabash, just north of the Kesner Building, were built in 1931 and 1941 respectively. The 11-15 N. Wabash building was constructed to house both retail space facing Wabash and a Commonwealth Edison substation facing Garland Court.

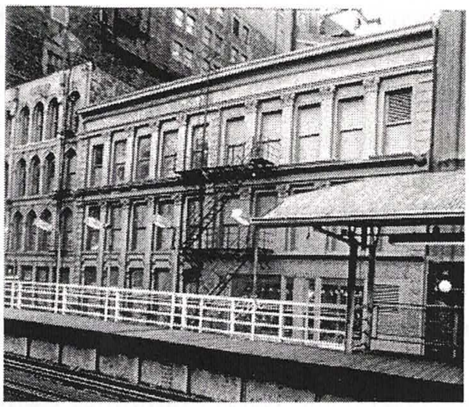
The completion of the Union Loop elevated in 1897 encouraged the historic development of Wabash Avenue. Designed by John Alexander Low Waddell and A.M. Hadley, the steel elevated structure still dominates the streetscape today, with its distinctive two parallel rows of columns supporting the track structure and stations above. Within the district is the Madison/Wabash station, although its east station house was demolished in 1968.

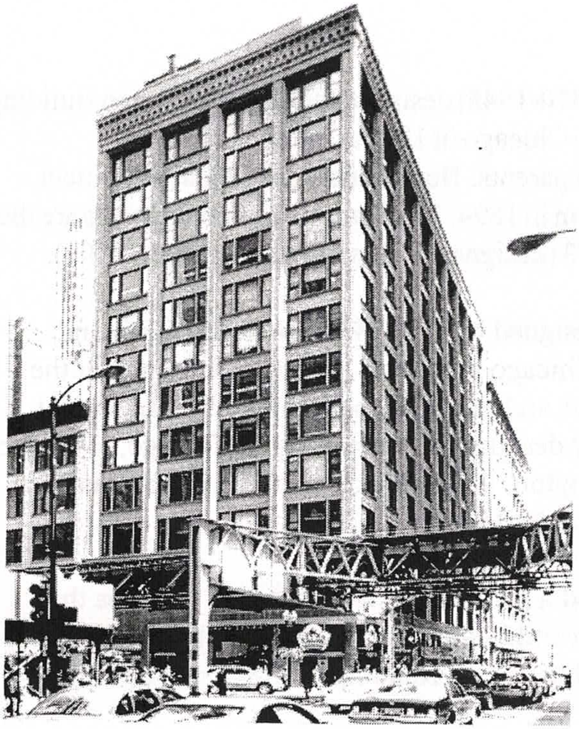
Together the "L" structure and the buildings that comprise the Jewelers Row District form a distincitive streetscape, combining small nineteenth-century commercial buildings and soaring skyscrapers with the overarching structure of the "L" itself. It is both intimate and grand in a manner that exemplifies Chicago's reputation as a "City of Big Shoulders."

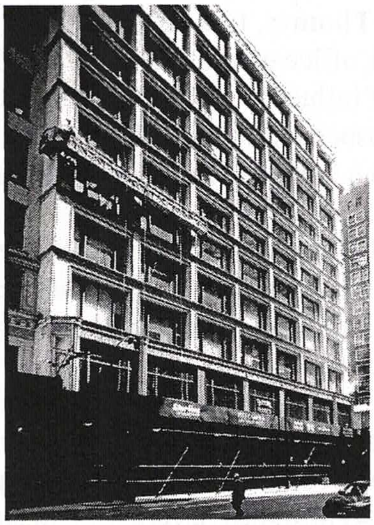
ARCHITECTS

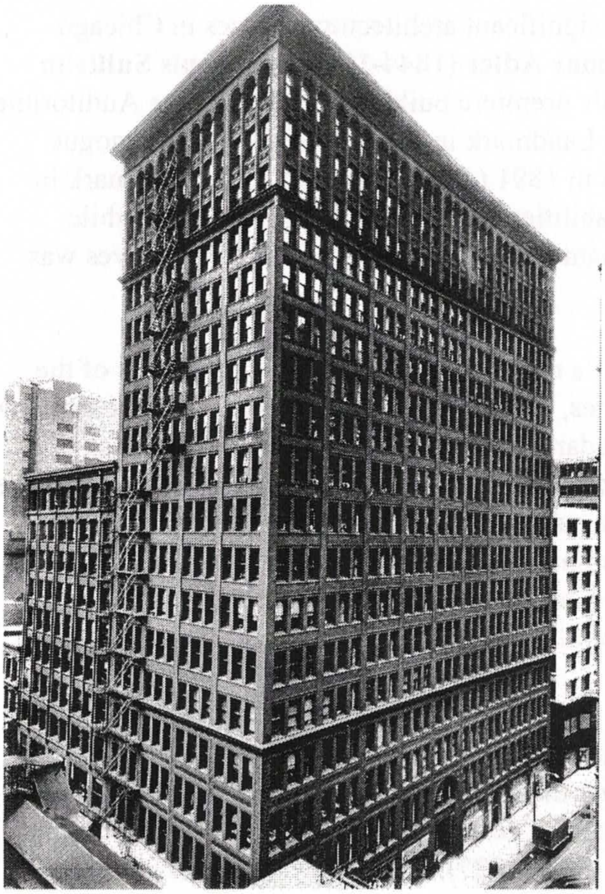
The buildings in the Jewelers Row District were designed by some of Chicago's most distinguished late nineteenth- and early twentieth-century architects, including John Mills Van Osdel, Hill & Woltersdorf, Adler & Sullivan, D. H. Burnham & Co., Holabird & Roche, Alfred Alschuler, Christian Eckstorm, Graham, Anderson, Probst & White, Burnham Brothers, Jenney, Mundie and Jensen, and Holabird & Root

The architect of the Atwater Building, **John Van Osdel (1811-91)** was Chicago's first architect. Trained as a builder and contractor, Van Osdel came to Chicago in 1837 to oversee the construction of a house for the new city's first mayor, William B. Ogden. He established a prosperous architectural practice in the city, designing a wide range of private residential,









The Jewelers Row District contains a significant group of building types important in the development of the Chicago "Loop" retail area. Top right: The Haskell and Barker buildings, built in 1875, are fine examples of the small-scale commercial loft buildings, the oldest building type in the district, built just after the Chicago Fire of 1871. Top left: The Champlain Building, built in 1901, was built as a loft building, originally containing undivided upper floors suitable for medium-sized manufacturing concerns. Left: The Heyworth Building, built in 1905, is an excellent example of the "professional office" building, developed to house small businesses and professionals needing already subdivided space and generous light. Above: The Mandel Brothers Department Store Annex (later Wieboldts), built in stages between 1900 and 1905, is a significant example of a department store building and the Chicago School of architecture.

commercial, and public buildings. One other surviving example is the Page Brothers Building (designated a Chicago Landmark in 1983), built in 1872 and located on the southeast corner of Lake and State.

Henry W. Hill and **Arthur Woltersdorf (1870-1948)** designed the Thomas Church Building in 1903. Hill was German-born and came to Chicago in 1872 at the age of twenty. Woltersdorf was born in Chicago to German parents. Both worked for Chicago architect Augustus Bauer before forming their own firm in 1894. The firm's best-known works are the Tree Studios Annexes, built in 1912 and 1913 (designated Chicago Landmarks in 2001).

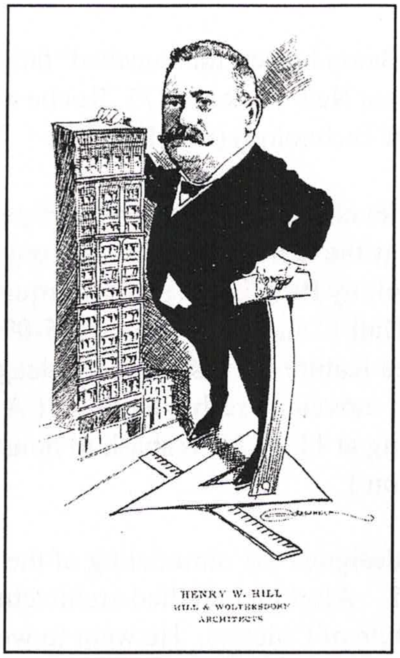
The Haskell and Barker buildings were designed by **Otis Wheelock (1816-86)** and **Cyrus P. Thomas**, two prominent early Chicago architects. Wheelock trained in the New York office of Minard Lafever, whose architectural "pattern books" had a great amount of influence on nineteenth-century designs. After coming to Chicago, Wheelock became associated with William W. Boyington, the architect of the Chicago Water Tower, on a number of pre-Fire commercial buildings.

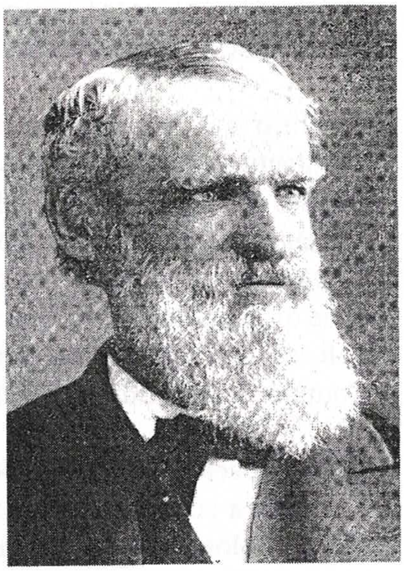
Between 1872 and 1874, Wheelock formed a partnership with Cyrus P. Thomas that contributed substantially to the post-Fire rebuilding effort. One of the their few other surviving buildings is the Delaware Building, 36 W. Randolph (designated a Chicago Landmark in 1983).

Adler and Sullivan was one of the most significant architectural offices in Chicago during the 1880s and early 1890s. **Dankmar Adler (1844-1900)** and **Louis Sullivan (1856-1924)** designed several of Chicago's premiere buildings, including the Auditorium Building (1887-89, designated a Chicago Landmark in 1976) and K.A.M Synagogue (now Pilgrim Baptist Church), completed in 1891 (designated a Chicago Landmark in 1981). Adler was well-respected for his abilities with structure and acoustics while Sullivan's ability to create innovative ornament based on abstracted plant motives was exceptional.

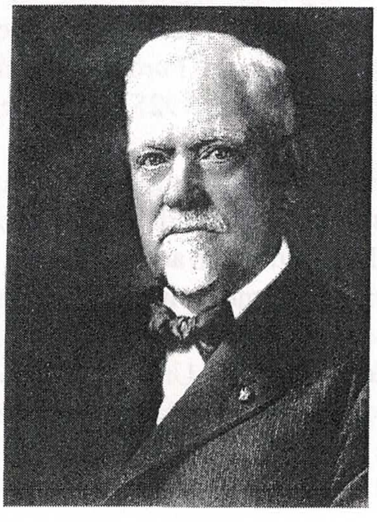
D. H. Burnham and Co., one of Chicago's most significant architectural firms of the late nineteenth and early twentieth centuries, designed five buildings in the Jewelers Row District—the Silversmith, Heyworth, Goodard, Stevens and Marshall Field Annex buildings. Founded and managed by **Daniel H. Burnham (1846-1912)**, the firm was the first Chicago architectural office to have a substantial nationwide practice. More than 220 buildings were designed by D. H. Burnham and Co. between 1892, the year it was founded, and 1912, the year of Burnham's death. Besides buildings in the proposed district, the firm designed the Reliance Building (designated a Chicago Landmark in 1975).

The well-known architectural firm of **Holabird & Roche** designed four buildings in the Jewelers Row District, the Champlain Building, the neighboring Griffiths Building, and the Mandel Brothers Department Store and Annex. The firm was founded in 1881 by **William Holabird (1854-1923)** and **Martin Roche (1855-1927)**, who met while working in the





Many of Chicago's best-known architects designed buildings in the Jewelers Row District. Top right: John Mills Van Osdel, the designer of the Atwater Building, is considered Chicago's first architect. Top middle: Henry Hill, depicted here with the district's Thomas Church Building, also designed the Tree Studios Annexes with his partner Arthur Woltersdorf. Top left: Alfred Alschuler, the architect for the Shops Building, also designed the London Guarantee Building. Right: Louis H. Sullivan, who designed the Jewelers Building with Dankmar Adler, also designed the Auditorium Building. Below left and right: William Holabird and Martin Roche, the architects for the Champlain Building and the Mandel Brothers Department Store and Annex, were instrumental in developing the Chicago School style, one of Chicago's great contributions to world architecture, and these two buildings are considered to be two of the finest such stylistic examples by the firm.



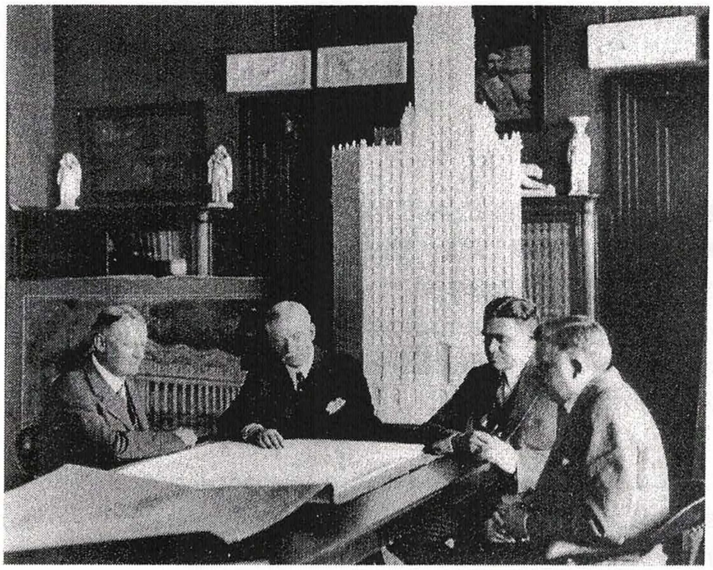
architectural office of William LeBaron Jenney, the so-called "father of the modern skyscraper." Holabird had come to Chicago from New York in 1875. Roche was raised in Chicago and educated at the Armour Institute of Technology (now IIT).

The firm was influential in the development of early skyscrapers, especially the architectural movement known as the Chicago School. Among its designs were the Pontiac Building (1891), Old Colony Building (1894), Marquette Building (1895), Chicago Building (1904), City Hall-County Building (1905-09), and the Brooks Building (1910). Many of these structures feature the distinctive Chicago-style window, a large pane of glass flanked by narrow, moveable sash windows. (A successor firm, Holabird & Root, designed a small building at 11-15 N. Wabash to house retail space and a Commonwealth Edison substation.)

Alfred Alschuler (1876-1940) designed the remodeling of the Shops Building, including a new terra-cotta facade, in 1911. Alschuler studied architecture at the Armour Institute of Technology and the Art Institute of Chicago. He went to work for Dankmar Adler, Louis Sullivan's former partner, in 1900. In 1903 he formed a partnership with Samuel A. Treat. In 1907, Alschuler began an independent practice that developed into one of the city's largest architectural offices during the 1920s and '30s. The firm produced distinctive designs for a variety of building types, including public buildings, synagogues, retail stores, and industrial buildings. Three of his buildings—Goldblatt Bros. Department Store, 1613-35 W. Chicago Ave. (1921-28), the London Guarantee Building, 360 N. Michigan Ave. (1922-23), and K.A.M. Isaiah Israel Temple, 1100 E. Hyde Park Blvd. (1926)—are individually designated Chicago Landmarks, while several others are part of the Motor Row District.

Christian Albert Eckstorm (1863-1927) designed two buildings in the Jewelers Row District, the Mallers and Garland buildings. Eckstorm began his architecture career in 1887 with the firm of Cobb & Frost and later worked for Henry Ives Cobb. Eckstorm began his own practice in 1904 and soon became known for his industrial and commercial designs. He designed two buildings in the Historic Michigan Boulevard District—the Harvester Building, 600 S. Michigan Ave. (1907) and the Sherwood Conservatory of Music, 1014 S. Michigan Ave. (1912)—as well as several in the Motor Row District, including the district's oldest building, the Ford Showroom at 1444 S. Michigan Ave. (1905) and the B. F. Goodrich Building, 1925 S. Michigan Ave. (1911).

The architectural firm responsible for the Pittsfield Building—**Graham, Anderson, Probst and White**—is one of the most distinguished architectural firms in Chicago history. The office was the successor firm to D. H. Burnham and Company, formed by former Burnham and Company partners upon the death of Burnham in 1912. **Ernest Robert Graham (1866-1936)**, who had been made a partner by Burnham in 1894, headed the new firm. Graham had trained at Coe College in Iowa and at the University of Notre Dame and was Burnham's principal assistant in overseeing construction of the 1893 Exposition. **Pierce Anderson (1870-1924)** had a B. A. from Harvard University and a graduate degree in engineering from Johns Hopkins. He joined D. H. Burnham and Company in 1900 after



A quarter of the buildings in the Jewelers Row District were designed by D. H. Burnham & Co. or one of its successor firms. D. H. Burnham (top left) was the founder and manager of one of the United States' most successful architectural firms during the late nineteenth and early twentieth centuries. His firm designed the Marshall Field Annex as well as the Stevens and Goddard buildings. One of the firm's design associates, Frederick Dinkelberg (top right), designed the Heyworth Building for Burnham & Co.

After Burnham's death, the firm split into two new offices. Burnham's partner, Ernest Graham, founded Graham, Anderson, Probst and White (left), a leading Chicago architectural office that designed the Pittsfield Building. Burnham's sons D. H., Jr., and Hubert (middle left and right), formed Burnham Brothers, the architects of the Carson, Pirie, Scott & Co. Men's Store. (The firm is best known for the Carbide and Carbon Building.)

attending the Ecole des Beaux Arts in Paris, the world's leading architectural school of the day. Soon he rose to be Burnham's chief designer and head of the design department, a role he fulfilled for the new firm. He is particularly associated with the commissions the firm received outside of Chicago, most notably Union Station in Washington, D. C. **Edward Probst (1870-1942)** and **Howard Judson White (1870-1936)** each worked for other Chicago architects before joining Burnham. Probst worked for Peter B. Wight until 1893, and in 1908 Burnham gave Probst responsibility for the supervision of work plans. A resident of River Forest, he was a prominent member of the Illinois Society of Architects, serving a two-year term as its director. Howard White entered the firm in 1898 and in 1905 became Graham's assistant, responsible for letting contracts and supervising construction.

Under Graham's leadership, the office became one of the largest and most prestigious in the United States. In addition to the Pittsfield Building, the firm's other significant Chicago buildings include the Wrigley Building (1922, addition 1925),; the Straus Building (1924), part of the Michigan Avenue streetwall; the Chicago Civic Opera (1929), designated a Chicago Landmark in 1998; and the Field Building (1934), designated a Chicago Landmark in 1994. Among the firm's prominent institutional buildings in Chicago are the Field Museum (1921), and the Shedd Aquarium (1929).

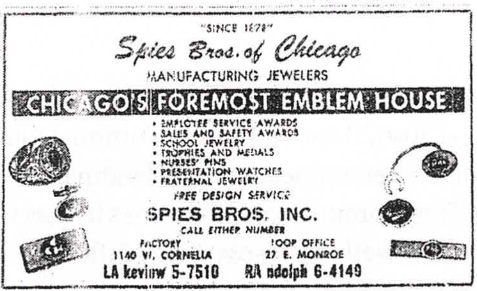
Burnham Brothers, the architects for the Carson Pirie Scot and Company Men's Store, also was formed from D. H. Burnham and Company. Headed by Burnham's sons, Hubert and D. H., Jr., Burnham Brothers are best known for their Art Deco-style design for the Carbide and Carbon Building, built in 1929 and designated a Chicago Landmark in 1996.

Jenney, Mundie and Jensen, the designer of the Kesner Building, is the successor firm to William LeBarron Jenney, a Chicago engineer and architect credited with innovations that made the steel-frame skyscraper possible. William B. Mundie, his long-time partner, ran the firm after Jenney's death in 1907.

LATER HISTORY

The last building to be constructed in the Jewelers Row District, the Von Lengerke and Antoine Building at 7-9 N. Wabash, was built in 1941. The district continues today to be the center of the city's jewelry business. Originally, most jewelers occupied upper-floor spaces, although Charles E. Graves & Co. was a long-time ground-floor tenant of the Heyworth Building, and Carteaux has occupied its ground-floor Pittsfield storefront for more than 50 years. Today, many storefronts in the district are occupied by jewelers.

The buildings in the district were included in the Loop Retail Historic District, listed on the National Register of Historic Places in 1998. The great majority of the district's buildings also were listed as individually significant in the Chicago Historic Resources Survey.



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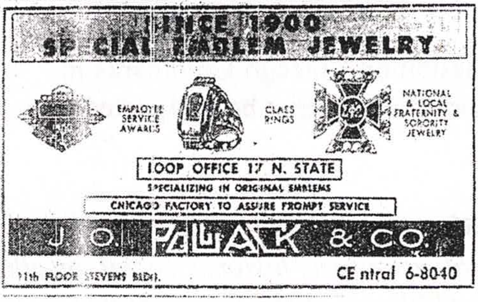

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COMMUNITY
The Finest Silverplate and
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MELAMINE DINNERWARE
HOTEL & RESTAURANT
Wm. A. Rogers
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Quality Tableware
FLATWARE - HOLLOWWARE

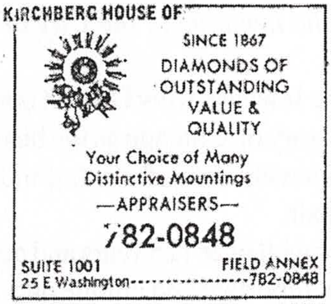
20 S Wabash ---------------- RA 6-037

ZIMMERMAN H L & SON

WHOLESALE DIAMONDS
Harry L. Zimmerman
Edgar M. Zimmerman

5 N Wabash ---------------- 782-0365

KIRCHBERG HOUSE OF



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OUTSTANDING
VALUE &
QUALITY

Your Choice of Many
Distinctive Mountings

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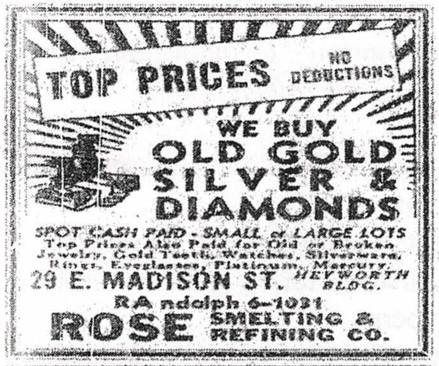
"The Original"
Irving Cohn Jewelers
Since 1920
DIAMONDS - WATCHES - SILVER
JEWELRY - CAMERAS - TYPEWRITERS
SUITE 406

5 S Wabash ---------------- CEntral 6-3021

A selection of advertisements for companies located in buildings in the Jewelers Row District from *Chicago Yellow Pages* of the 1950s through 1970s. Several note the long tenancy of the businesses in the district.



TOP PRICES NO DEDUCTIONS

WE BUY
OLD GOLD
SILVER &
DIAMONDS

SPOT CASH PAID - SMALL or LARGE LOTS
Top Prices Also Paid for Old or Broken
Jewelry, Gold Teeth, Watches, Silverware,
Rings, Eyeglasses, Platinum, Mercury.

29 E. MADISON ST. HEYWORTH BLDG.

RAndolph 6-1031

ROSE SMELTING & REFINING CO.

FOR READY CASH - BRING IN YOUR
OLD GOLD
SILVER-PLATINUM

- DENTAL GOLD
- OLD JEWELRY
- WATCHES
- CHAINS
- DIAMONDS, ETC.

SINCE 1867

GOLDSMITH BROS.
DIVISION NATIONAL LEAD CO.
RAndolph 6-0232

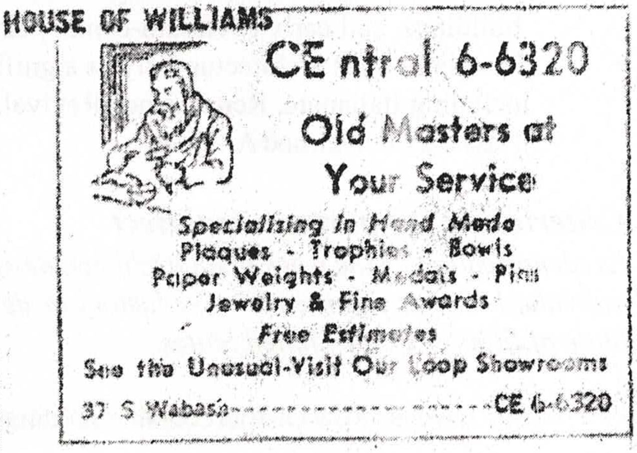
111 N. WABASH AVE. SUITE 1100

SPERBER & CO

SAM SPERBER - ROOM 407
Watches - Diamonds - Silverware
Wholesale - 43 Yrs. Same Location

5 S Wabash ---------------- DE 2-1710

HOUSE OF WILLIAMS



CEntral 6-6320

Old Masters at
Your Service

Specializing in Hand Made
Plaques - Trophies - Bowls
Paper Weights - Medals - Pins
Jewelry & Fine Awards

Free Estimates

See the Unusual-Visit Our Loop Showrooms

37 S Wabash ---------------- CE 6-6320

CRITERIA FOR DESIGNATION

According to the Municipal Code of Chicago (Sect. 2-120-620 and -630), the Commission on Chicago Landmarks has the authority to make a preliminary recommendation of landmark designation for a building, structure, object, or district if the Commission determines it meets two or more of the stated "criteria for landmark designation," as well as possesses a significant degree of its historic design integrity.

The following should be considered by the Commission on Chicago Landmarks in determining whether to recommend that the Jewelers Row District be designated as a Chicago Landmark.

Criterion 1: Critical Part of the City s History

Its value as an example of the architectural, cultural, economic, historic, social, or other aspect of the heritage of the City of Chicago, State of Illinois or the United States.

- The Jewelers Row District is significant for its associations with the economic and social history of Chicago as the historic center since the first decade of the twentieth century of jewelry manufacturing and trade, silver manufacturing, and watch manufacturing and repair.
- For well over 125 years and continuing today, the district is distinctive and significant as an important and unique part of Chicago's famous downtown shopping district centered on State Street and Wabash Avenue.

Criterion 4: Important Architecture

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

- The Jewelers Row District is a distinguished group of buildings important in the development of Chicago commercial architecture.
- It includes important commercial building types such as post-Chicago Fire loft manufacturing buildings, Chicago School loft manufacturing and mercantile buildings, and early twentieth-century skyscrapers.
- The district has architectural styles significant to Chicago architectural history, including Italianate, Renaissance Revival, Romanesque Revival, Chicago School, Classical Revival, and Art Deco.

Criterion 5: Important Architect

Its identification as the work of an architect, designer, engineer, or builder whose individual work is significant in the history or development of the City of Chicago, the State of Illinois, or the United States.

- The Jewelers Row District contains buildings designed by a significant group of

Chicago architects, including John Mills Van Osdel, Hill & Woltersdorf, Adler & Sullivan, D. H. Burnham & Co., Holabird & Roche, Alfred Alschuler, Christian Eckstorm, and Graham, Anderson, Probst & White.

Criterion 6: Distinctive Theme as a District

Its representation of an architectural, cultural, economic, historic, social, or other theme expressed through distinctive areas, districts, places, buildings, structures, works of art, or other objects that may or may not be contiguous.

- The buildings within the Jewelers Row District display a distinct visual unity based on consistent building setbacks, overall design, use of building materials and detailing, and in many cases, size and scale.
- Although not exclusively historically limited to the jewelry trade, the district shares a common historic theme and long-time identification as an important center of jewelry manufacturing and sales, an important part of the economic history of Chicago.

Integrity Criteria

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship and ability to express its historic community, architectural or aesthetic interest or value.

The Jewelers Row District possesses good integrity in both its overall streetscapes and the majority of its individual buildings. All but one of the buildings retain the integrity of physical characteristics that define their historic significance. These include historic wall materials, including brick and terra cotta, as well as significant details such as terra-cotta window surrounds.

The most common changes to individual buildings have been changes to historic storefronts and upper-floor windows and the loss of historic cornices. Virtually all of the buildings, however, retain storefront door and window relationships and a sense of transparency that is characteristic of their historic appearance. Upper-floor windows may have altered sash configurations or other modifications, but retain original openings.

More importantly, the overall historic sense of place remains along these blocks of Wabash Avenue within the district. Historic building lot sizes and building placement have respected the historic character of the streets, and the district's streetscapes provide an important sense of "place" when seen as a whole. The physical character of individual buildings in terms of scale, setback from streets, materials and architectural detailing, relationship of storefronts to the public right-of-way, and general configuration of door and window openings have remained consistent and work together to provide the viewer with a strong sense of the overall historic and architectural character of the streetscapes. In addition, the historic relationship of the Wabash streetscape as a whole with the elevated structure running down the middle of Wabash remains, and the street appears much as it did following the construction of the last building in the district in 1941.

The boundaries of the district reflect the roughly two-block section of Wabash Avenue which historically has been associated with the jewelry industry. While the individual buildings were not all exclusively in a use related to the jewelry industry, the district as a whole appears largely as it did during its historic development as a "Jewelers Row."

SIGNIFICANT HISTORICAL AND ARCHITECTURAL FEATURES

Whenever a building, structure, object, or district is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the "significant historical and architectural features" of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

Based on its preliminary evaluation of the Jewelers Row District, the Commission staff recommends that the significant features be identified as:

- all exterior elevations, including rooflines, visible from the public rights-of-way.

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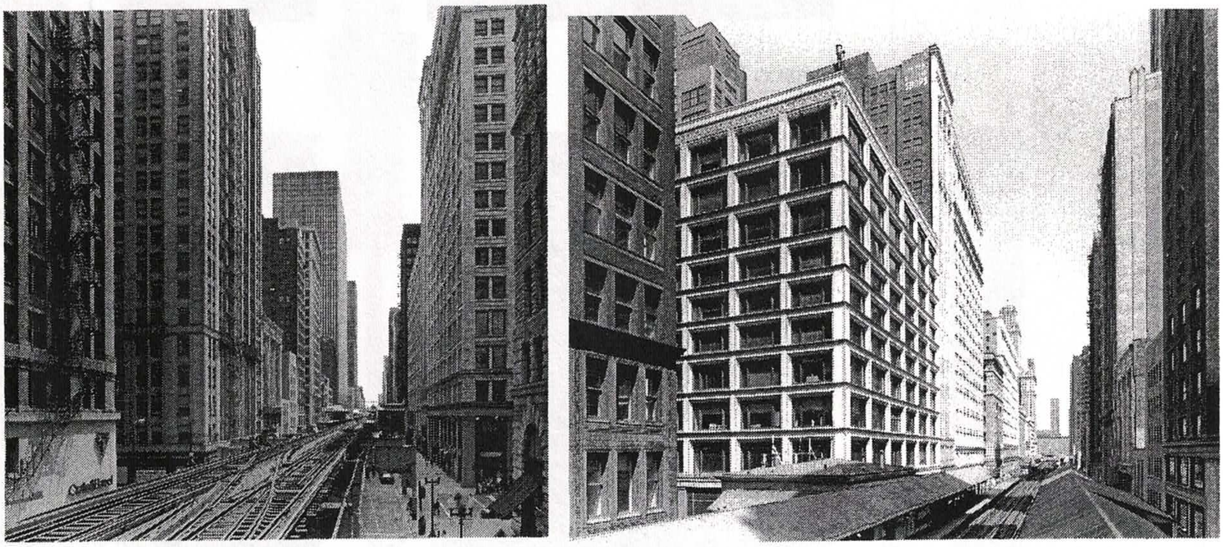
ADDRESS RANGES

Almost all buildings included in the Jewelers Row District have addresses on Wabash Avenue:

- 2 - 36 North Wabash Avenue(evens)
- 1 - 111 North Wabash Avenue(odds)
- 2 - 104 South Wabash Avenue(evens)
- 1 - 43 South Wabash Avenue(odds)

However, several buildings have either primary or secondary addresses on other streets:

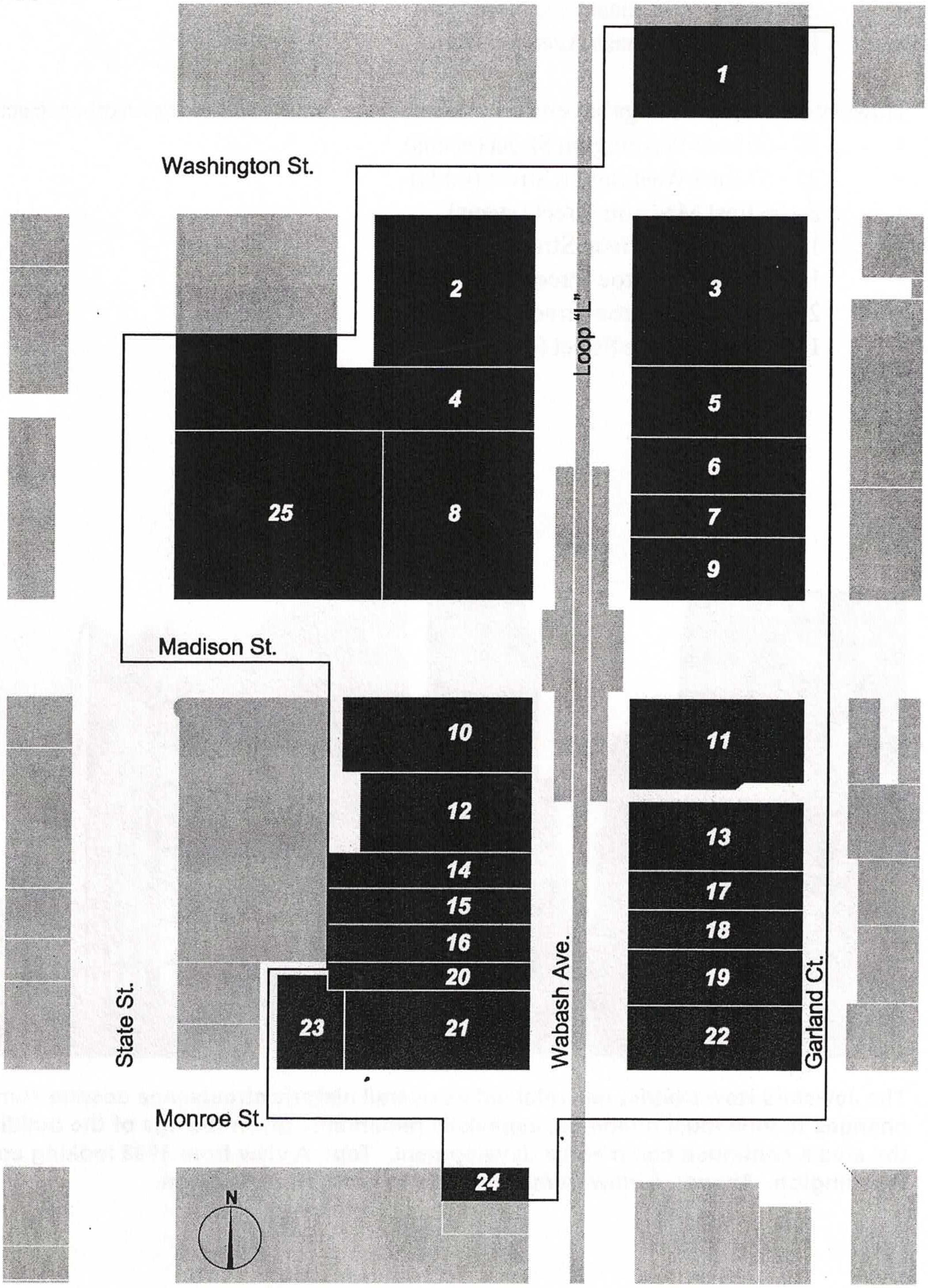
- 50 - 66 East Washington Street (evens)
- 25 - 67 East Washington Street (odds)
- 2 - 66 East Madison Street (evens)
- 19 - 67 East Madison Street (odds)
- 10 - 66 East Monroe Street (evens)
- 27 - 35 East Monroe Street (odds)
- 1 - 25 North State Street (odds)



The Jewelers Row District has retained its overall historic streetscape despite some changes to individual buildings, especially remarkable given the age of the buildings and the area's continued commercial development. Top: A view from 1998 looking south from Washington. Above: A view from 1998 looking north from Madison.

Jewelers Row District Map

This map is intended for illustrative purposes only. If designated by City Council, the district will be defined by its legal description. Building numbers refer to the Building Catalog (pp. 25-32).



Washington St.
Madison St.
Monroe St.
State St.
Wabash Ave.
Loop "L"
Garland Ct.
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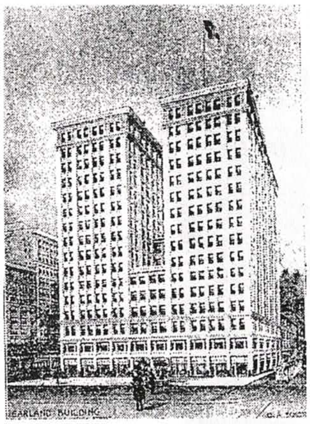
25

Jewelers Row District Building Catalog

All buildings in the Jewelers Row District are preliminarily identified as "contributing" to the district unless specifically identified as "non-contributing" in the Building Catalog. The categorization of whether a property is contributing or non-contributing to the district represents a preliminary analysis and is provided as guidance for property owners and the public to anticipate how these properties would be treated under the Chicago Landmarks Ordinance. Individual property owners have the right to petition the Commission on Chicago Landmarks on whether a building is contributing or non-contributing to the district on a case-by-case basis as part of the permit review process, and the Commission reserves the right to make a final determination in accordance with the procedures established by the Ordinance and the Commission's adopted Rules and Regulations.

1. Garland Building

111 N. Wabash Ave.
1915
Christian A. Eckstorm
Historic Tenants:
Opotometrists, jewelers, publishers, china manufacturing agents

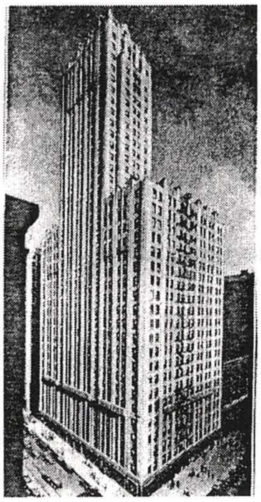


2. Marshall Field & Co. Annex

25 E. Washington St.
1911
D. H. Burnham & Co.
Historic Tenants:
Doctors, dentists, tailors, jewelers

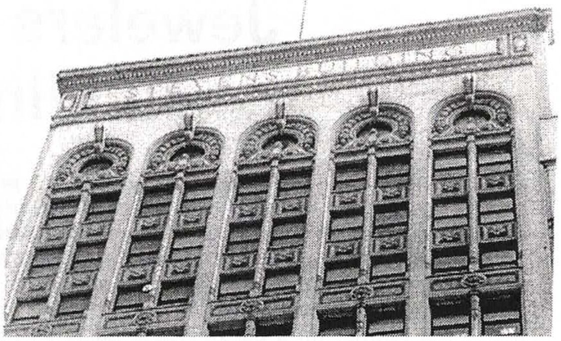
3. Pittsfield Building

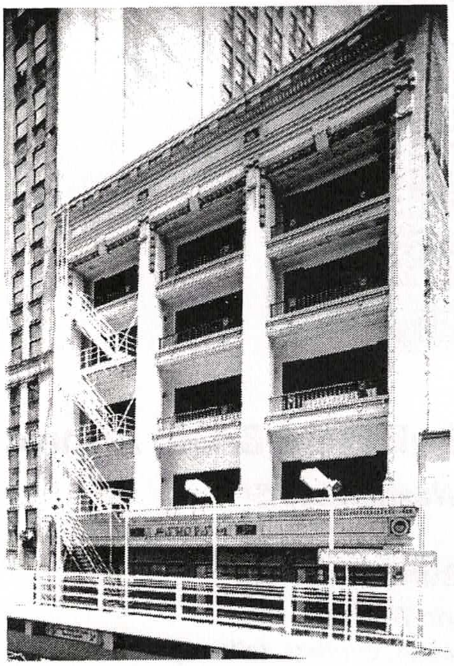
55 E. Washington St.
1927
Graham, Anderson, Probst & White
HistoricTenants:
Doctors, dentists, jewelers



4. Stevens Building

17 N. State St./16 N. Wabash Ave.
1911
D. H. Burnham & Co.
Historic Tenants:
Dress shops, hatmakers, beauty shops, furriers, silvermakers, lingerie



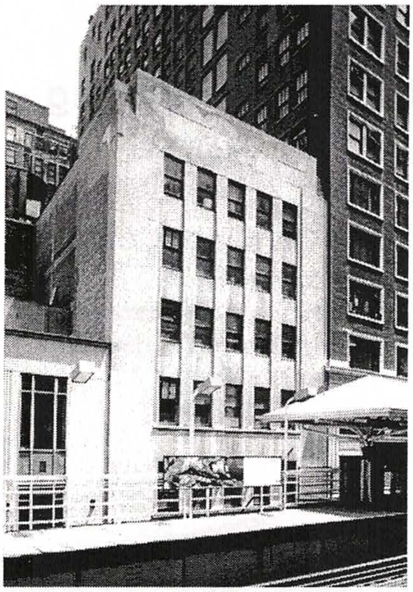


5. Shops Building

17 N. Wabash Ave.
1875 (original building)
1911-12 (new front facade and interior remodeling)
Alfred Alschuler (1911-12 remodeling)
HistoricTenants:
China manufacturing agents, clothing shops

6. 11-15 N. Wabash Ave. Building

1931
Holabird & Root
Typical Tenants:
retailer A. Starr Best



7. Von Lengerke & Antoine Building

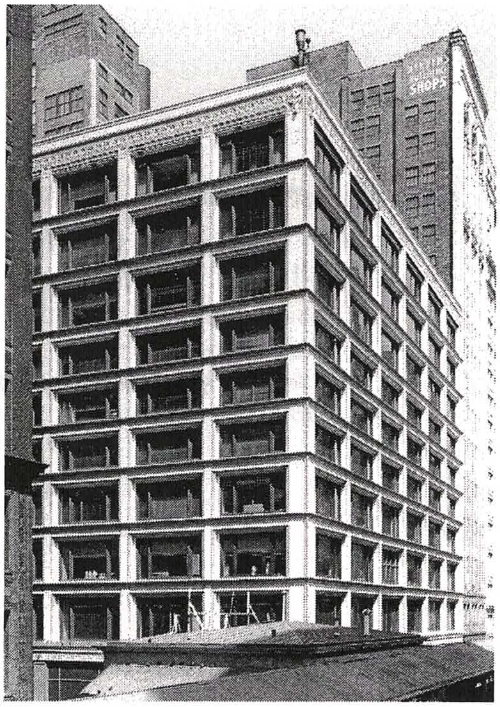
7-9 N. Wabash Ave.

1941

Mundie, Jensen, Bourke and Havens

Historic Tenants:

Von Lengerke & Antoine sporting goods



8. Mandel Brothers Department Store Annex

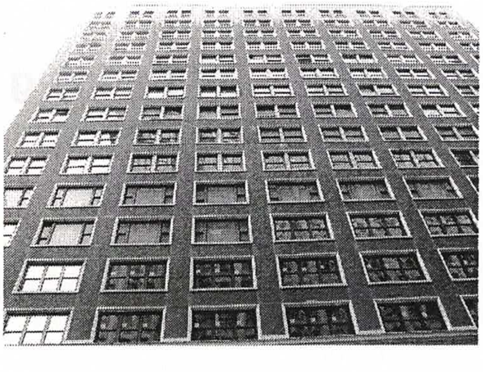
2-14 N. Wabash Ave.

1900 & 1905

Holabird & Roche

Historic Tenants:

Mandel Brothers Department Store,
Wieboldt Department Store



9. Kesner Building

1-5 N. Wabash Ave.

1910

Jenney, Mundie & Jensen

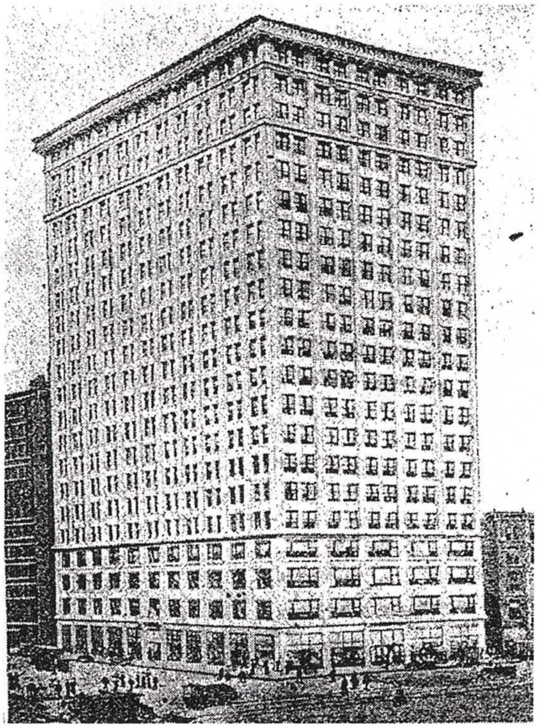
Historic Tenants:

Jewelers, furriers, real estate agents, doctors

10. Heyworth Building

29 E. Madison St.
1905
D. H. Burnham & Co.

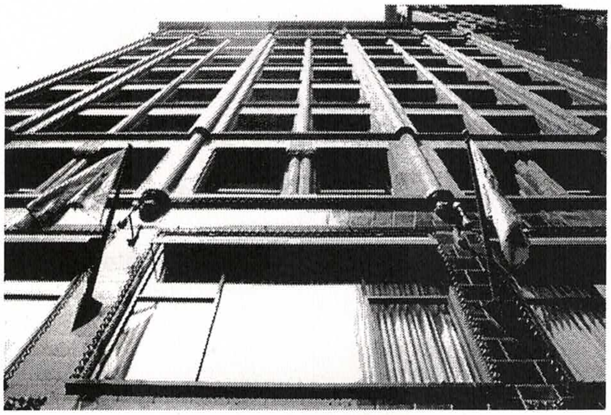
Historic tenants:
Jewelers, silversmiths, watch makers, diamond merchants



11. Mallers Building

5 S. Wabash Ave.
1911
Christian A. Eckstorm

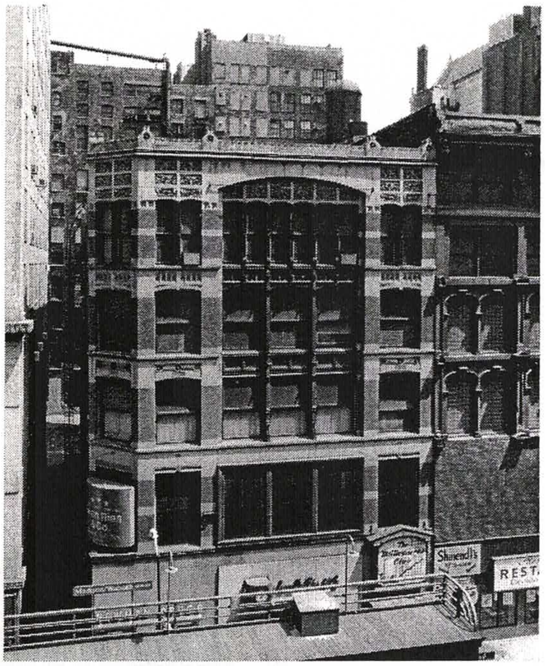
Historic tenants:
Jewelers, diamond merchants, doctors, dentists.



12. Silversmith Building

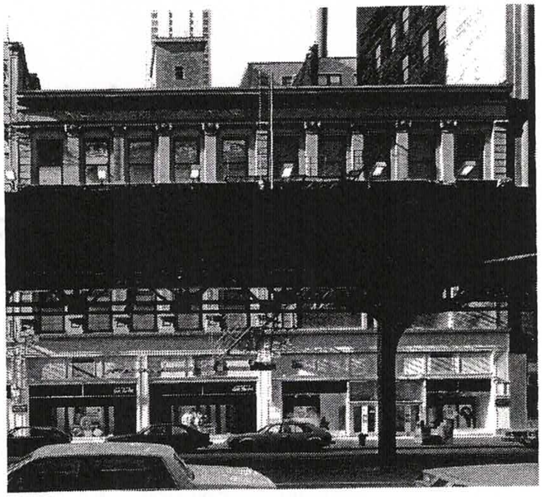
10 S. Wabash Ave.
1897
D. H. Burnham & Co.

Historic tenants:
Silversmiths



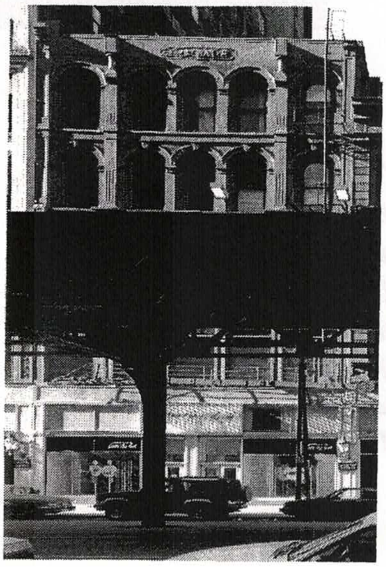
13. Jewelers Building

19 S. Wabash Ave.
1882
Adler & Sullivan
Historic tenants:
Paper goods, typewriters,
Harding Cafeteria



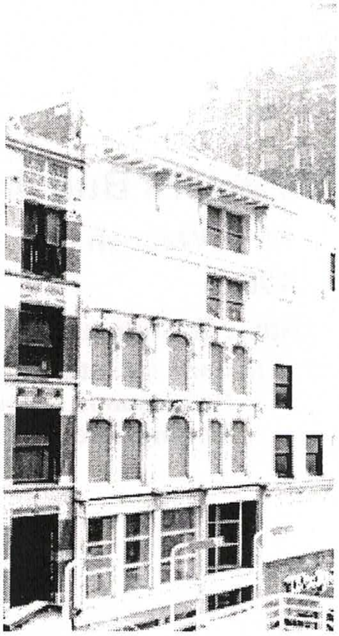
14, 15.
Haskell & Barker Buildings

18-24 S. Wabash Ave.
1875
Wheelock & Thomas
Historic tenants:
Carson, Pirie, Scott & Co.
Deartment Store



16. Atwater Building

26-28 S. Wabash Ave.
1877
John Mills Van Osdel
Historic tenants:
A. G. Spaulding & Bros. sporting goods;
Carson, Pirie, Scott & Co. Department Store

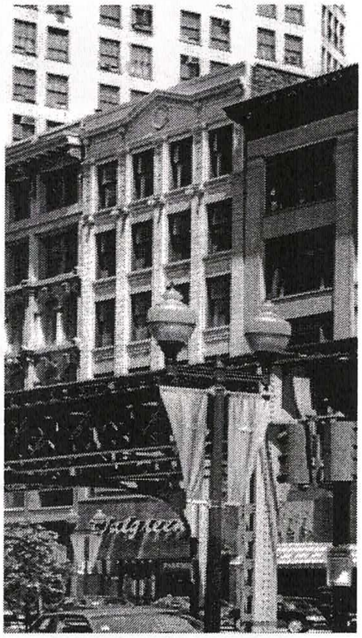


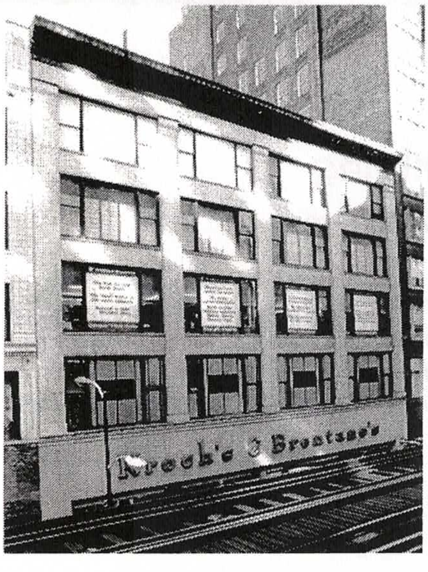
17. Rae Building

21-23 S. Wabash Ave.
1872
Frederick Baumann
Non-contributing
Historic tenants:
Wholesale clothing

18. 25-27 S. Wabash Ave.

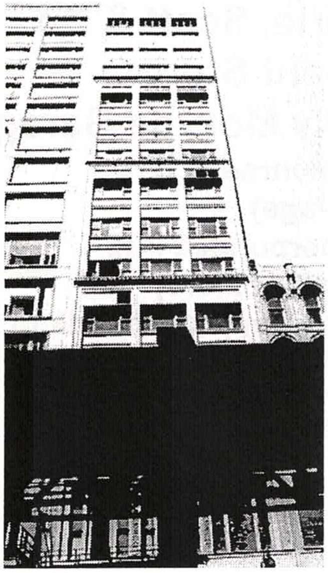
c. 1872 (original building)
1926 (new facade)
Doerr Brothers (1926 remodeling)
Historic tenants:
Donchian Furniture Co.





19. Griffiths Building

35 S. Wabash Ave.
1879 (original building)
1915 (new facade and interior remodeling)
Holabird & Roche (1915 remodeling)
Historic tenants:
Sporting goods, Kroch's & Brentano's books



20. Thomas Church Building (now Carson, Pirie, Scott & Co.)

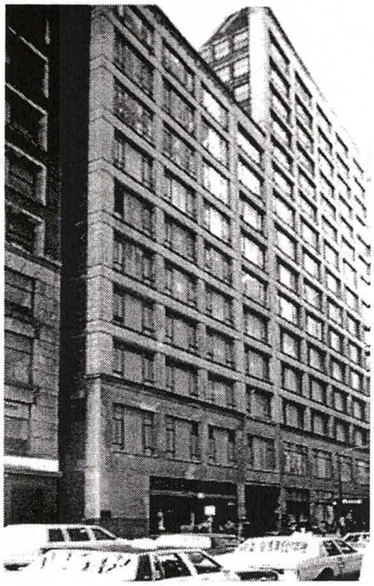
30 S. Wabash Ave.
1903
Hill & Woltersdorf
Historic tenants:
Nahigian Brothers rugs, Carson, Pirie, Scott & Co. Department Store

21. Carson, Pirie Scott & Co. Men's Store

36 S. Wabash Ave.
1926
Burnham Brothers
Historic tenants:
Carson, Pirie, Scott & Co. Department Store

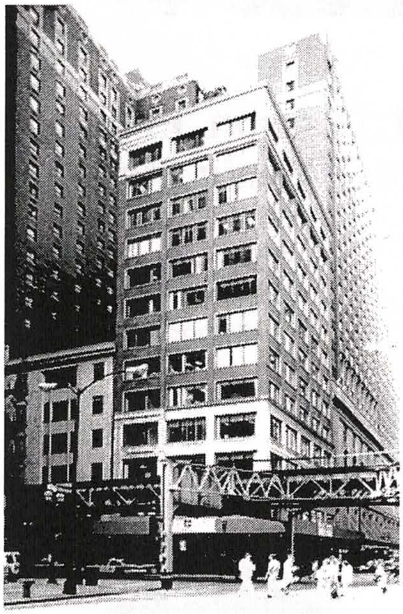
22. Champlain (originally Powers) Building (now the Sharp Building, The School of the Art Institute of Chicago)

37 S. Wabash Ave.
1901
Holabird & Roche
Historic tenants:
Metropolitan Business College, jewelers, hatmakers, silversmiths



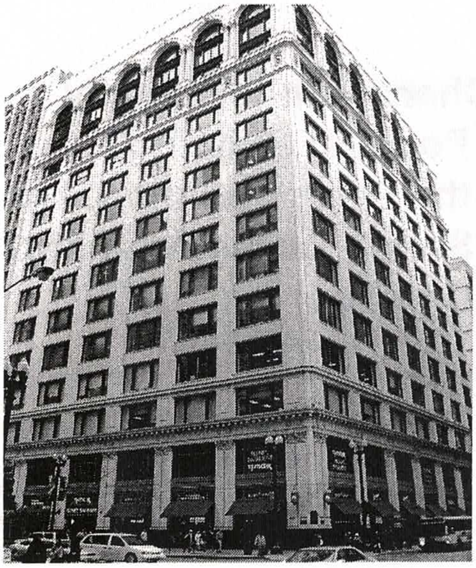
23. Carson, Pirie, Scott & Co. Department Store (originally Monroe Garage)

10-12 E. Monroe St.
1939 (garage)
1948 (incorporated into department store)
Louis Kroman (1939 building)
Historic tenants:
Carson, Pirie, Scott & Co. Department Store



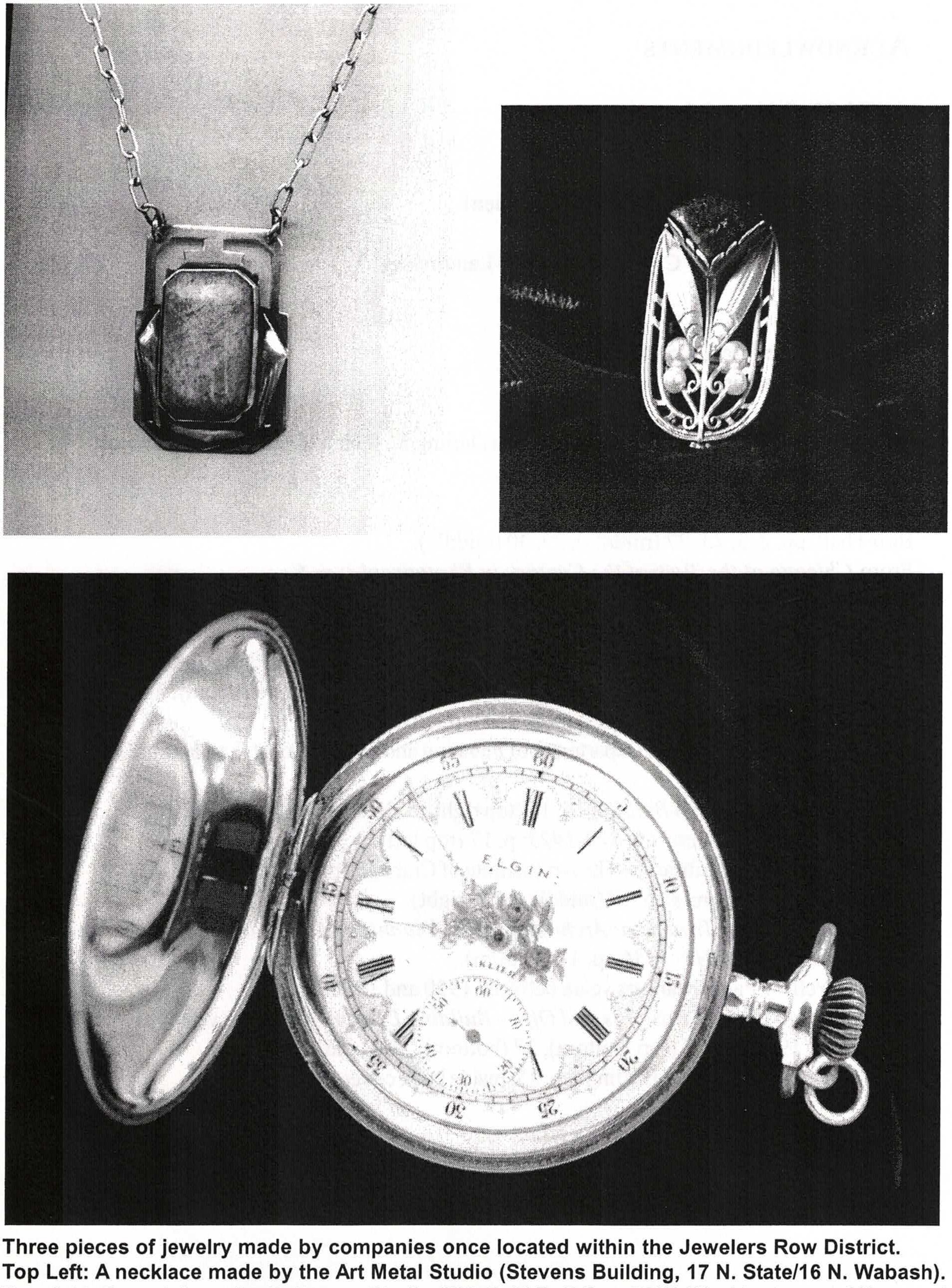
24. Goddard Building (now Palmer House Office Building)

27 E. Monroe St.
1912
D. H. Burnham & Co.
Historic tenants:
Jewelers, osteopathic physicians



25. Mandel Brothers Department Store

1 N. State St.
1910
Holabird & Roche
Historic tenants:
Mandel Brothers Department Store;
Wieboldts Department Store



Three pieces of jewelry made by companies once located within the Jewelers Row District. Top Left: A necklace made by the Art Metal Studio (Stevens Building, 17 N. State/16 N. Wabash). Top right: Brooch from the Pettersen Studio (Pittsfield Building, 55 W. Washington, and Heyworth Building, 29 E. Madison). Above: Watch made by the Elgin National Watch Company (Silversmith Building, 10 S. Wabash).

ACKNOWLEDGMENTS

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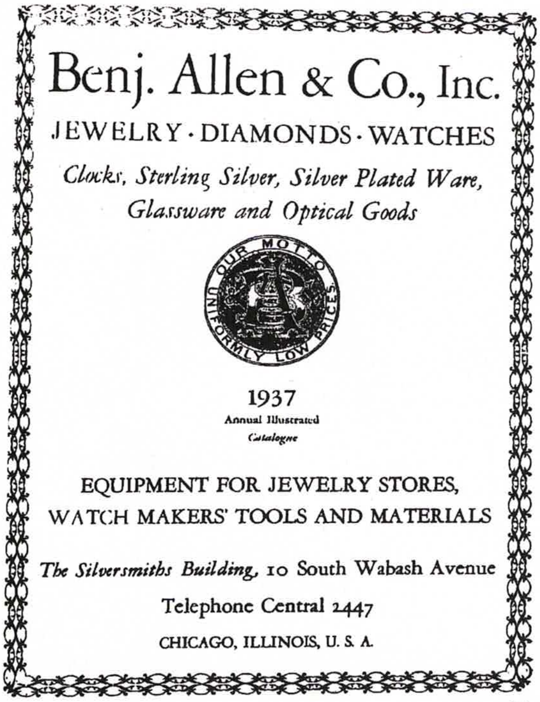
Illustrations
Bob Thall: pp. 2, 3, 23, 27 (middle), 29, 30 (middle).
From *Chicago at the Turn of the Century in Photographs*: p. 5.
From *Chicago Metalsmiths*: pp. 8, 10 (top left & right, bottom right).
Chicago Historical Society, Prints & Photographs Collection: p. 10 (bottom left), 13 (bottom).
Department of Planning and Development, Landmarks Division: pp. 13 (top left & right, middle), 25 (middle), 26, 27 (top), 28 (top, bottom), 30 (top, bottom), 31, 32.
From *History of the Jews in Chicago*: p. 15 (top left).
Architects biographical files, Department of Planning and Development, Landmarks Division: p. 15 (top middle).
From *History of Chicago Building*: p. 15 (top right, middle, bottom left and right).
From *Chicago Architecture, 1872-1923*: p. 17 (top left).
Ryerson & Burnham Libraries, The Art Institute of Chicago: p. 17 (top right).
From *Chicago's Progress*: p. 17 (middle left & right).
From *Transforming Tradition: Architecture and Planning of Graham, Anderson, Probst and White, 1912-1936*: p. 17 (bottom).
Chicago Yellow Pages, various years between 1950 and 1980: p.19.
From *Chicago Central Business and Office Building Directory*, various years between 1906 and 1945: pp. 25 (top, bottom), 27 (bottom), 28 (middle).
From Collection of Sharon Darling: pp. 33, inside back cover.



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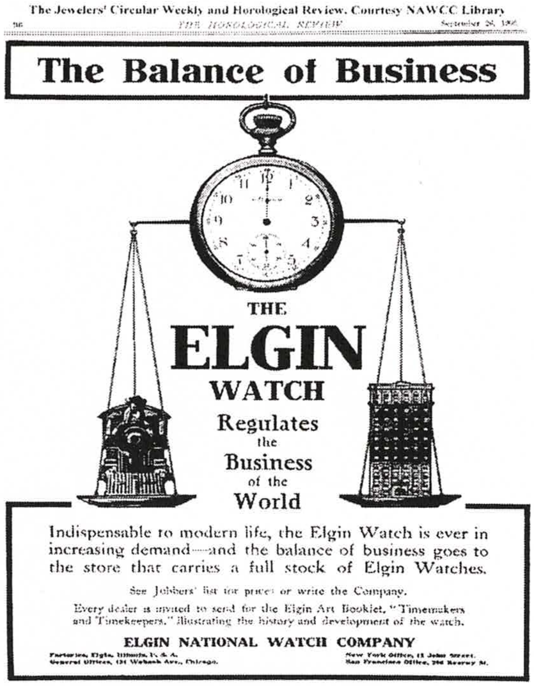
Clocks, Sterling Silver, Silver Plated Ware, Glassware and Optical Goods

OUR MOTTO
UNIFORMLY LOW PRICES

1937
Annual Illustrated
Catalogue

EQUIPMENT FOR JEWELRY STORES,
WATCH MAKERS' TOOLS AND MATERIALS

The Silversmiths Building, 10 South Wabash Avenue
Telephone Central 2447
CHICAGO, ILLINOIS, U. S. A.



The Jewelers' Circular Weekly and Horological Review. Courtesy NAWCC Library

96 THE HOROLOGICAL REVIEW September 26, [illegible]

The Balance of Business

THE ELGIN WATCH Regulates the Business of the World

Indispensable to modern life, the Elgin Watch is ever in increasing demand—and the balance of business goes to the store that carries a full stock of Elgin Watches.

See Jobbers' list for prices or write the Company.

Every dealer is invited to send for the Elgin Art Booklet, "Timemakers and Timekeepers," illustrating the history and development of the watch.

ELGIN NATIONAL WATCH COMPANY

Factories, Elgin, Illinois, U. S. A.
General Offices, 131 Wabash Ave., Chicago.
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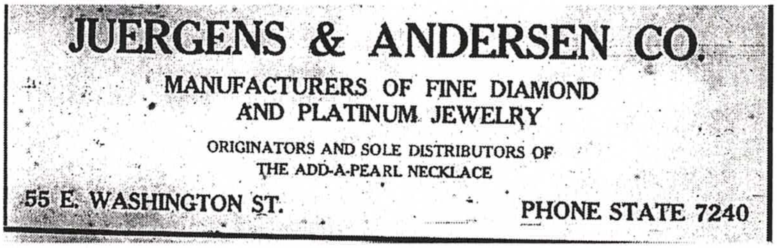
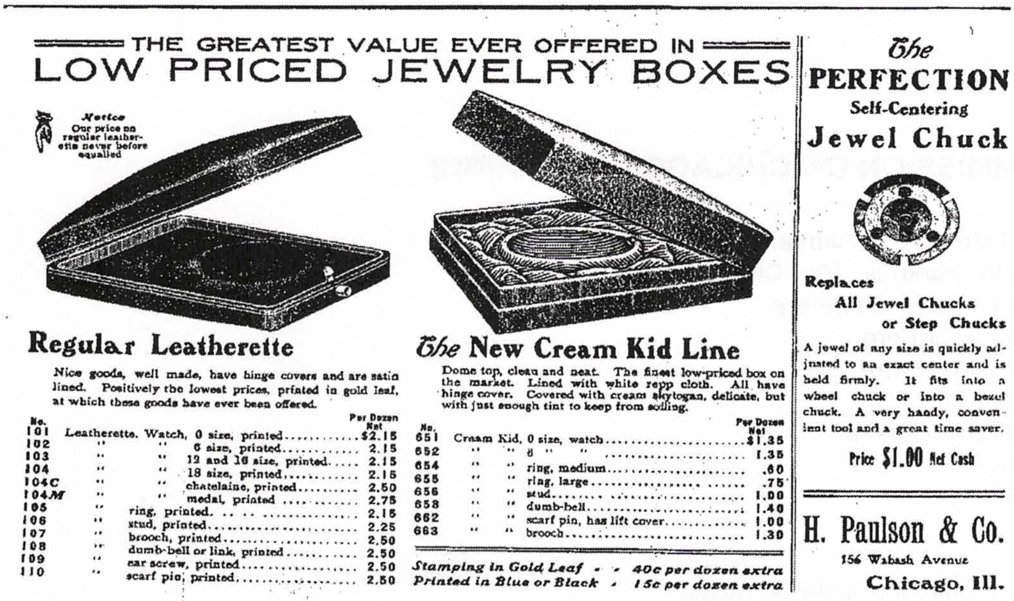


JUERGENS & ANDERSEN CO.

MANUFACTURERS OF FINE DIAMOND AND PLATINUM JEWELRY

ORIGINATORS AND SOLE DISTRIBUTORS OF THE ADD-A-PEARL NECKLACE

55 E. WASHINGTON ST. PHONE STATE 7240



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LOW PRICED JEWELRY BOXES

Notice
Our price on regular leatherette never before equalled

Regular Leatherette

Nice goods, well made, have hinge covers and are satin lined. Positively the lowest prices, printed in gold leaf, at which these goods have ever been offered.

No.		Per Dozen Net
101	Leatherette, Watch, 0 size, printed	$2.15
102	" " 6 size, printed	2.15
103	" " 12 and 16 size, printed	2.15
104	" " 18 size, printed	2.15
104C	" " chatelaine, printed	2.50
104M	" " medal, printed	2.75
105	" ring, printed	2.15
106	" stud, printed	2.25
107	" brooch, printed	2.50
108	" dumb-bell or link, printed	2.50
109	" ear screw, printed	2.50
110	" scarf pin, printed	2.50

The New Cream Kid Line

Dome top, clean and neat. The finest low-priced box on the market. Lined with white repp cloth. All have hinge cover. Covered with cream skytogan, delicate, but with just enough tint to keep from soiling.

No.		Per Dozen Net
651	Cream Kid, 0 size, watch	$1.35
652	" " 8 " "	1.35
654	" " ring, medium	.60
655	" " ring, large	.75
656	" " stud	1.00
658	" " dumb-bell	1.40
662	" " scarf pin, has lift cover	1.00
663	" " brooch	1.30

Stamping in Gold Leaf - - 40c per dozen extra
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PERFECTION
Self-Centering
Jewel Chuck

Replaces
All Jewel Chucks
or Step Chucks

A jewel of any size is quickly adjusted to an exact center and is held firmly. It fits into a wheel chuck or into a bezel chuck. A very handy, convenient tool and a great time saver.

Price $1.00 Net Cash

H. Paulson & Co.

156 Wabash Avenue
Chicago, Ill.

Four advertisements for jewelry companies historically located in the Jewelers Row District. Top left: Benjamin Allen & Co. was located in the Silversmith Building, 10 S. Wabash. Top right: The Elgin National Watch Company had its Chicago office also in the Silversmith Building. Middle: Juergens & Andersen Co. were located in the Pittsfield Building, 55 E. Washington. Above: H. Paulson & Co. were located in the Champlain Building, 37 S. Wabash (156 Wabash was the building's original address.)

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